

AUTOMATIC WORLD

ASSOCIATED PUBLICATIONS:
SOUTHERN FLORIST, DRYCLEANING PROGRESS, TELEPHONE ENGINEER, ENVELOPE INDUSTRY

THE NEW ALL-AMERICAN TWIN

Greatest Value Ever Offered

With the introduction of the idea of Interchangeable Playing-Boards, and all the combined features that are embodied in them, the AMERICAN TWIN offers to the trade the greatest value ever. You can double your profit with a double machine.



Big Features

Two coin slots one on each playing board as illustrated, or one coin slot allowing a game on each board for single coin. Penny or nickel slot.

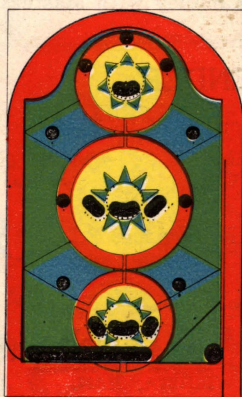
Size

Width 31 in.
Length 26 in.
Height 38 in.
Shipping Weight 85 lbs.

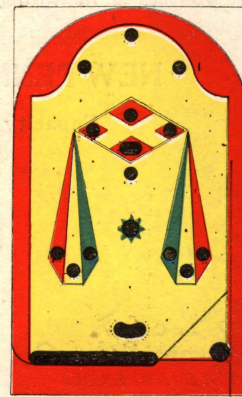
Operators'
and Jobbers'
Price
\$24.75
F.O.B. Dallas
Including Tax

INTERCHANGEABLE PLAYING- BOARDS

Here are two of the interchangeable playing boards in actual colors, made to fit the ALL-AMERICAN TWIN. Can be changed on location in ten minutes.



The "Bagdad"



The "Delhi"

DALLAS NOVELTY SALES CO., Inc.

"Builders of Better Coin-Controlled Machines"

4032 Commerce St.

Dallas, Texas

November 1932

Still They Come!

Orders for MASTERS are increasing in number every month. There's only one answer. The registered trade-mark "MASTER" is the operator's guarantee of superior vending machines with every feature protected by patents.

MASTERS MAKE MORE MONEY

...these features *Appeal to the Operator*

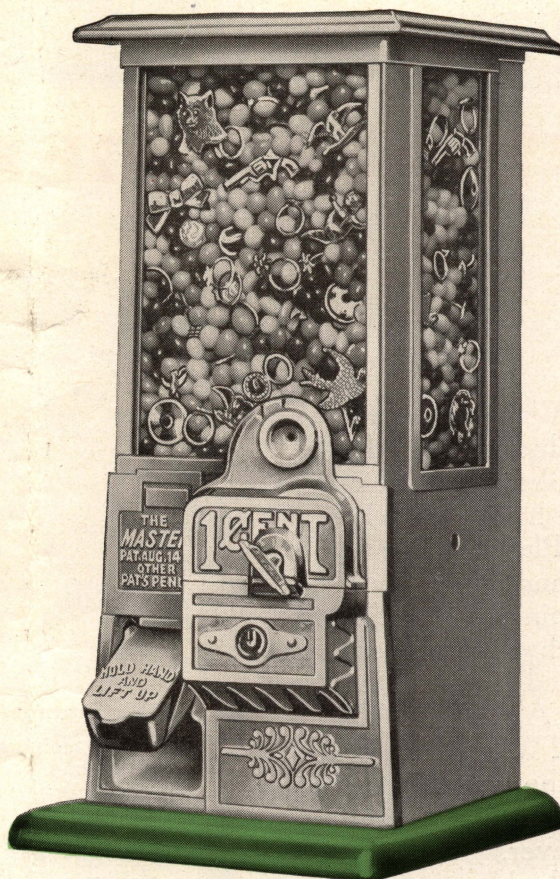
Simple and strong mechanisms. Easy to operate.

New, improved adjustable vender to vend Pistachio Nuts and other irregularly shaped merchandise.

No globes to break. Glass easily cleaned or replaced.

Handsome, durable cabinets. Sanitary porcelain enameled base.

Appearance and performance gets and keeps best locations. Never idle. Work every day in the year, vending one of many confections.



GET IN ON THESE MONEY MAKERS

The "MASTER" Novelty Vender vends more different kinds of merchandise than any other machine without buying or installing new parts. You can't lose. You are bound to make money with Masters.

NEW PENNY 8-COLUMN SELECTIVE CANDY VENDER

Capacity 160 Packages. Write Today for Full Information!

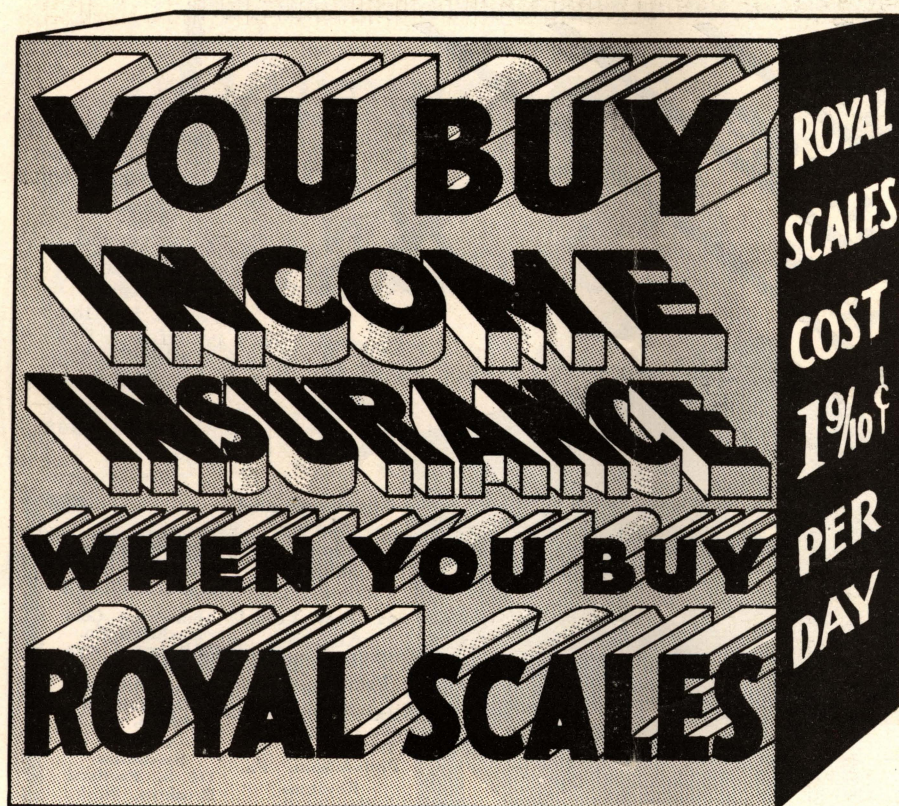
The Norris Manufacturing Co.
Columbus Ohio

In Canada
Bergstrom Sales Co.
ESTEVAN, SASK.

W. J. C. Vending Co.
167 Canal Street
NEW YORK CITY

M. T. Daniels
1025-27 University Avenue
WICHITA, KAN.

OTHER DISTRIBUTORS LOCATED IN PRINCIPAL CITIES



ROYAL SCALE TABLE OF EARNINGS

Number of Scales	Average Weights Per Day	Income Per Month	Income Per Year
1	40	\$ 12.00	\$144.00
10	35	105.00	1,260.00
25	30	225.00	2,700.00
50	25	375.00	4,590.00
100	20	600.00	7,200.00

EARNINGS SURE AND STEADY!

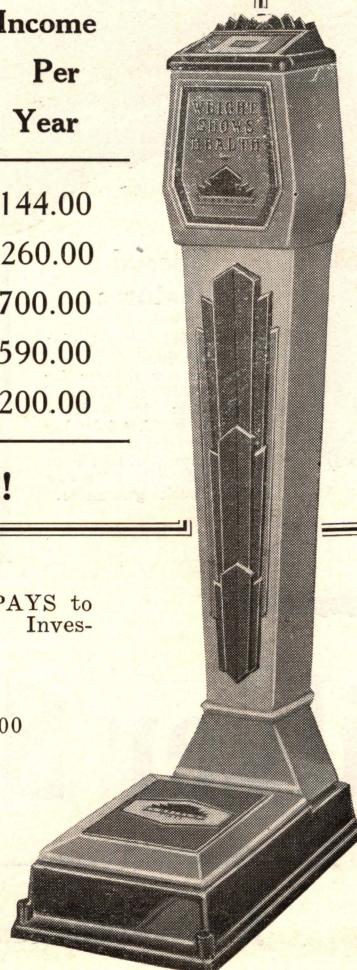
OPERATORS throughout the country are learning that it PAYS to have on location sure and steady Royal income producers. Investigate! . . . it will pay you.

ROYALS cost you only \$35 each, but they are built and look like \$1000 scales and are UNCONDITIONALLY guaranteed for 5 years.

Royal Scale Co.

42 Essex Street

Jersey City, N. J.



**A
Game
That Deserves
Every Glowing
Adjective in the
English Language
the new**

8 AND 6

A large game that fits into the most exclusive locations — and coins money.

Size:
42 in. long
22 in. wide
41 in. high
Weight 107 lbs.
It's colorful
It's fast
It's exciting
It's a real skill game—
and it's a real money
maker.



**Special
Features**

True level attachment by water level indicator. Front money drawer for easy collecting. Rich and modernistic in appearance. A. B. T. triple dog slot. Powerful but highly sensitive plunger. Fool proof ball lift. Five-day money back guarantee..

**Sample
\$39.50**

Lots of 5.....\$38.50
Lots of 10.....\$37.50
Tax Included

**F. O. B. Factory
One-third Deposit
Balance C. O. D.**

You won't go wrong with the EIGHT AND SIX—You CAN'T! There is no game as well designed, as well constructed as the EIGHT AND SIX. Write or wire your order today and see for yourself.

JOBBER: Write for Jobber's Quantity Prices

Approved and sold by
**Automatic
Jobbers
Association
of New York!**

Also by
**Philadelphia
Vending Co.**

**Banner Specialty
Company
1530 Parrish St.
Philadelphia, Pa.**

**Keystone
Novelty Co.
26th and Hunt-
ingdon Sts.
Philadelphia, Pa.**

**Sloan Novelty
Company
1250 N. 10th St.
Philadelphia, Pa.**

**Meyer Wolf
1212 S. Fifth St.
Philadelphia, Pa.**

**Supreme of N. J.
441 Elizabeth Av.
Newark, N. J.**

**Eastern Machine
Company
360 Mulberry St.
Newark, N. J.**

**Jersey Specialty
Company
Singac, N. J.**

**Authorized
Distributors**

**Amusement Coin
Machines Co.
62 Kingston Ave.
Brooklyn, N. Y.**

**Irving Bromberg
5 Debevoise St.
Brooklyn, N. Y.**

**Budin's
Specialties
174 S. Portland
Brooklyn, N. Y.**

**Coin Operated
Machines Co.
217 W. 125th St.
New York City**

**Empire Coin
Machine Co.
225 Fourth Ave.
New York City**

**International
Mutoscope
449 W. 31st St.
New York City**

**Modern Vending
656 Broadway
New York City**

**D. Robbins & Co
1141 W. DeKalb
Brooklyn, N. Y.**

**Supreme Vending
557 Rogers Ave.
Brooklyn, N. Y.**

**Authorized
Distributors**

**Silver Star Mfg.
Co.**

9520 Ditmas Avenue—Brooklyn, N. Y.

**FLASHY - FAST
Substantial and
a Marvelous
Earner**

To Improve the "Take" of Your Automatic Phonographs—Use these Brunswick and Vocalion Records



VOCALION RECORDS

- 1716 How Long Has That Evening Train Been Gone (Vocal with piano and guitar).
Quittin' Papa (Vocal with piano and guitar). Leroy Carr and Scrapper Blackwell.
- 1697 Pepper Steak (Fox Trot with vocal chorus).
You Can Depend on Me (Fox Trot with vocal chorus). Alabama Washboard Stompers.
- 1689 If You Don't Love Me, Make Me Believe You Do (Fox Trot with vocal chorus).
If all the World Was Made of Glass (Fox Trot with vocal chorus). Alabama Washboard Stompers.
- 1630 The Porter's Love Song (Fox Trot with vocal chorus).
Corrine Corrina (Fox Trot with vocal chorus). Alabama Washboard Stompers.
- 1430 Mama Don't Allow No Easy Riders Here (Novelty Dance).
Saturday Night Scrotch (Novelty Dance). Tampa Red and His Hokum Jug Band.
- 1706 Reckless Man Blues (Vocal with guitar and piano). Tampa Red—"The Guitar Wizard."
You Can't Get That Stuff No More (Vocal with guitar and piano). Tampa Red and Georgia Tom.
- 1722 Police Station Blues (Vocal with guitar).
All Alone Blues (Vocal with Guitar). Peetie Wheatstraw—"The Devil's Son-in-Law."
- 1720 B and O Blues (Vocal with guitar and piano).
Queen Bee Blues (Vocal with guitar and piano). Bumble Bee Slim.
- 1694 M and O. Blues—Part I (Vocal with piano).
M and O Blues—Part II (Vocal with piano). Amos Easton.

Millions of people are still "shelling out" to see the movies they WANT, to buy the radios they WANT and the thousands of other things they WANT! If you want more of their nickels in your automatics, give them the records they WANT!

BRUNSWICK RECORDS

- 6350 I'll Never Be the Same (Fox Trot with vocal chorus).
We Just Couldn't Say Goodbye (Fox Trot with vocal chorus). Guy Lombardo and His Royal Canadians.
- 6251 Love Me Tonight (Vocal with orchestra).
Some of These Days (Vocal with orchestra). Bing Crosby.
- 6377 It Don't Mean a Thing—Four Boys and a Guitar (If it ain't got that swing).
Coney Island Washboard (Four Boys and a Guitar). Mills Brothers.
- 6265 It Don't Mean a Thing (Fox Trot with vocal chorus). If it ain't got that swing).
Rose Room (Fox Trot). Duke Ellington and His Famous Orchestra.
- 6374 Blue Harlem (Fox Trot).
Best Wishes (Fox Trot). Duke Ellington and His Famous Orchestra.
- 6335 Doggone I've Done It (Vocal Trio with orchestra).
Hand Me Down My Walkin' Cane (Vocal Trio with orchestra). The Boswell Sisters.
- 6173 Shine on Harvest Moon (Vocal Trio with orchestra).
Heebie Jeebie (Vocal Trio with orchestra). The Boswell Sisters.
- 6332 The Night When Love Was Born (Vocal with orchestra).
(I've Got the Words—I've Got the Tune).
Hummin' to Myself (Vocal with orchestra). Connie Boswell.
- 6241 Twenty-one Years (Fox Trot with vocal chorus).
My Sweetie Went Away (Fox Trot). Red Nichols and His Five Pennies.
- 6160 How Long, How Long Blues (Fox Trot).
Fan It (Fox Trot). Red Nichols and His Five Pennies.
- 6292 Strictly Cullud Affair (Fox Trot with vocal chorus).
Aw, You Dawg! (Fox Trot with vocal chorus). Cab Calloway and His Orchestra.
- 4936 St. Louis Blues (Fox Trot with vocal chorus).
Gotta Darn Good Reason Now (For Bein' Good) (Fox Trot with vocal chorus). The Jungle Band.
- 6379 I Love You Because I Love You (Fox Trot with vocal chorus).
Sensational Mood (Fox Trot). Earl Hines and His Orchestra.
- 6368 If It's True (Fox Trot with vocal chorus).
Hot and Anxious (Fox Trot). Don Redman and His Orchestra.

BRUNSWICK RECORD CORPORATION

1776 Broadway

New York City

BRANCH OFFICES (STOCKED TO GIVE YOU IMMEDIATE SERVICE) NEW ORLEANS, LA. . . . CHICAGO, ILL. . . . SAN FRANCISCO, CAL. . . . CLEVELAND, OHIO, . . . DALLAS, TEXAS . . . LOS ANGELES, CAL. . . . KANSAS CITY, MO.

A TRUE STORY *by Aster*



THE FINEST VENDORS MADE!

We Also Manufacture
Empire 1-2-3 Ball Gum
Vendor
Empire 1-inch Bubble
Gum Vendor
Empire Hot Nut Vendor

Beautiful chromium finish, guaranteed non-corrosive.
In addition to vending toys and candy, the 'Empire
Vendor will also vend salted peanuts, pistachio nuts,
almonds, etc.

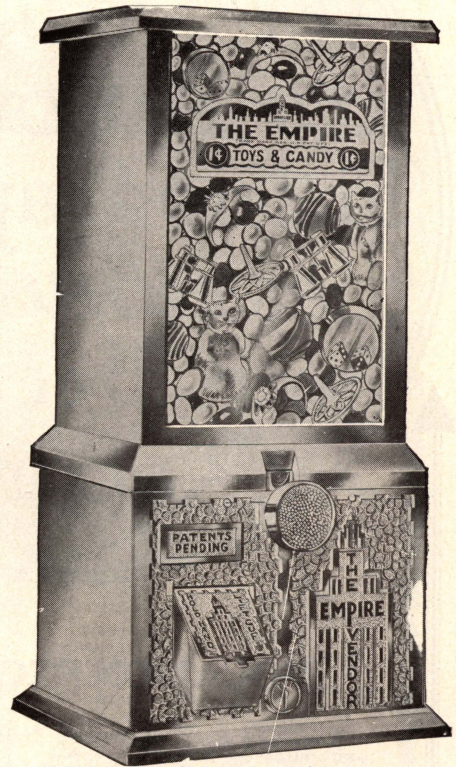
D. ROBBINS & CO., 1141 W. DeKalb Ave., Brooklyn, N. Y.

N. Y. City Branch
313 E. 13th St.
New York City
M. Rosen, Mgr.

West Coast Branch
1082 Golden Gate Ave.
San Francisco, Cal.
L. Wolcher, Mgr.

New Jersey Branch
1125 Broad St.
Newark, N. J.
A. Kass, Mgr.

EMPIRE VENDORS Guarantee you a Steady Income!



Billiard Cloth

10 Different Grades

To Choose From

We are manufacturers of cloth only.
Will send samples and quote prices
on request.

The Saxton Woolen Corp.

NORWICH,

CONN.

Service, Supplies and Careless Operators

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»

By K. H. Lansing

WHAT CAN the jobber of automatic coin machines do, if anything, toward inducing his operator customers to get the best use out of their purchased, or leased devices, so that a reasonable profit may ensue?

Of course, the jobber will supply mechanical service, but this is an age of service in which the middleman, jobber, or wholesaler—call him what you will—is being looked to increasingly by his customers for a type of service which means more than the merely mechanical. Some claim that this is more or less of an unreasonable attitude; that it has led to the abuse of “service,” both in letter and in spirit and, in short, has caused the term to become virtually a misnomer, “service” and the word itself having been worked to a fare-you-well, especially by those who hope to get a great deal for next to nothing.

But, on closer consideration, there is another angle of approach, another view of the subject. Take, example, the multifold form of service, much of it absolutely free, that is furnished by the jobbers of automobile supplies to their direct customers. True, while the latter are usually either dealers at retail, garage operators having a shop; small independent service station or mechanical repair shopmen, the principle is just the same as though they were all “ultimate consumers,” such as the automatic coin machine jobber’s operator clientele, when it comes to service. The automobile jobber fairly loads the customer with advice on how to get the best out of his purchases and make money, how to display them, use them in his work and all the rest of it. They are his customers—they buy from him. They want—and usually badly need—expect service including counsel and advice, a certain amount of voluntary guidance in just what to do and how to do it after they have made their pur-

Reasonable Attention Goes Without Saying, but Jobbers Cannot Play Wet-Nurse to Neglectful Owners of Machines Who Let Their Supplies Run Out and Loaf on the Job.

chases. And undoubtedly some of them expect to get it as a matter of course. This applied to the coin machine field, would mean more or less actual personal contact between buyer and seller and not merely having the latter send out a man with a screwdriver and a pocketful of replacement parts when, for any reason, the device fails to work.

It could hardly be called “service” in the modern sense as generally accepted in other lines of industry, for the seller to adopt an attitude, verbal, or mental, of: Here’s your machine. You bought it. We installed it on the spot you selected. If it gets out of whack, let us know as quickly as possible and we’ll fix it for you on the same basis. When you need more supplies, buy ’em from us. And now get the hell out and leave us alone.”

The jobber has his troubles, too, on the other hand. He cannot be expected to play wet-nurse all the time to a lot of operators who have been careless enough to let perfectly good machines get out of kilter from not watching them closely enough. If he were to spend most of his time on these chaps instead of taking the time to get new business, he would become prematurely gray, bald, toothless and a fit candidate for the booby-hatch, or a wooden kimono.

Perhaps a real service to the operators would be for the jobbers to tell him, not just casually, but in a way he would be likely to keep in memory, that **operating a route of coin machines is real work, worth a full day’s pay**, and that while, if properly looked after, they should prove remunerative, the person who has them in charge cannot succeed by loafing, even on this kind of a job. The best results cannot follow from neglect in keeping the machines supplied—that is dead certain, and

the jobber, in making the sale will not jeopardize his chances of closing the deal in coming out and saying so, emphatically.

Probably some jobbers tell their operators all this and a great deal more that is not always observed in the long run by the new owners of the machines. Undoubtedly many jobbers do give real service in every sense of the word, including valuable suggestions with regard to locations; but then, again, some do not and think that after the sale mechanical service is all there is to the proposition and that it is the operator’s own funeral and not theirs if he falls down on the job. The jobber, however, should remember in this connection that **a satisfied operator is not only worth keeping in hope of his replacement orders, but that he may very likely be the source of numerous new sales through his recommendations to friends and acquaintances.**

Under ordinary circumstances not much can be done to induce a careless operator to keep his vending machines supplied at all times with merchandise, so that the customer is never disappointed.

Such an operator may be advised, but he cannot always be influenced to act for his own best interests. The operator whose vending machines are frequently empty and thus are apt to create a certain amount of bad feeling on the part of the consumer, who may waste his pennies and, perhaps, get the erroneous idea that the machine is no good or purposely “fixed” not to deliver the packaged merchandise, it was said, is usually of the type who gives up easily and who has about decided to abandon his route. When one or two machines of a single operator are found at virtually the same time, it

(Continued on Page 26)

The Master Vendors

"You will never be happy until you operate Masters" is a slogan that has reached around the world. It is the advice given to operators by that pioneer of the coin machine industry, G. E. Norris, of the Norris Mfg. Co., Columbus, Ohio.

Mr. Norris takes a great pride in constructing good machines. Way back when a lot of our main streets



Check Up On Us

One Glance Will
Prove We Can Meet
Competition With a
Bang! And How!!

40 Jennings Victoria Double Jackpot Venders, 1932 Model\$50.00

35 Mills Front Venders—Reserve and free play features, factory built. Serials over 200,000\$35.00

25 Mills Side Venders—Reserve Jackpots, Free play, factory built. Serials over 150,000 and up\$30.00

We are factory distributors for all the latest pin tables, as follows:

Jungo Ball, Cloverleaf, Dyscus De Luxe, Bell Ball, Try Me, Midget Hi-Ball, Bugg House.

We are the exclusive New York State distributor for Fields "Sunny Boy" and "Puritan Dinger" and the "Puritan Vender."

Jerome Kertman & Co.
Formerly
Rochester Coin Machine Co.
416 Joseph Avenue
ROCHESTER, N. Y.

were "mud" Mr. Norris was operating coin machines. His experience comes from real activities in the industry from the almost beginning up to the present day. Realizing the very vital needs of an operator, Mr. Norris set out to construct equipment that would please and stand up under the gaff that a merchandising machine receives.

Today he offers that product to operators. He has constructed in his Masters a machine that will stand always as a bright memorial to a master mind at all times. All over the world Masters are making money for their owners, sending children to school, helping to pay the bills and directly and indirectly helping to bring back prosperity.

These few words are being fashioned in the offices of AUTOMATIC WORLD because we want to say some things that Mr. Norris perhaps would not say. He has written us many articles and not one time has he attempted to keep his machines in the foreground or make publicity for his product out of the opportunity to write an article for our journal. We know his machines are good, we know that the Norris Manufacturing Company is a reliable and dependable firm to deal with, so in conclusion we repeat the slogan of this Master builder, "You'll never be happy until you operate Masters."

GOTTLIEB HAS NEW MINNEAPOLIS MANAGER

Henry H. Greenstein has been made manager of the Minneapolis branch of D. Gottlieb & Company,

Chicago manufacturers of leading pin games. Mr. Greenstein had been previously associated with them as field representative. He was made manager of the Minneapolis office following the death of Theodore Roberts.

THANKSGIVING

Again we approach that season of the year made famous by the early settlers of America. A season when all hearts should be glad and thankful, a time when we should be free from all selfishness, hate, envy, strife and permit only that which is good to rule us. A season we all love—Thanksgiving.

No doubt most of us can walk back through the halls of memory and see a mother as she prepared that great dinner, back at the old home. It was a day of rejoicing and truly a day of Thanksgiving. The fodder was in the shock, the pumpkins were golden-yellow from the frost that had fallen on them and the turkeys were fat. There were fruit and nuts and every good thing to eat. The bountiful crops gathered and stored away for winter use—Thanksgiving, the very word itself thrills us.

JEROME KERTMAN & CO.

Jerome Kertman & Company, formerly Rochester Coin Machine Company, of Rochester, N. Y., are now listed among the live-wire and reliable coin machine distributors of the U. S. A. This firm succeeds the Rochester Coin Machine Company, of Rochester and will distribute machines for the largest manufacturers of coin-operated machines.

Jerome Kertman heads the firm and is surrounded by an able body of assistants. The firm offers every variety of coin machines and supplies and will feature bargain prices at all times.

D. ROBBINS N. Y. CITY OFFICE ROBBED

Leaving the new manager pantless after gathering up a good day's receipts, two men held up the New York City office of D. Robbins & Company, recently and made good their escape.

The robbers entered the store just at closing time and demanded the cash and relieved the manager of his pants.

Association News

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Manufacturers Association to Hold Big Show in February

Official announcement of the big coin machine show to be held under the auspices of the Coin-Machine Manufacturers Association of America, has been made. The big event will take place on February 20, 21, 22 and 23, 1933, at the Hotel Sherman, Chicago.

According to information sent us direct from the office of Mr. Lee S. Jones, president of the Association, there has already been reserved not only the Exhibit Hall itself, but the entire mezzanine floor. Very soon there will be prepared sketches of the space to be sent to the trade, and will be displayed in the magazines, in order that early reservations may be made.

The 1932 convention established a record for displays and attendance, but the officials and committee in charge of plans are working hard to make a greater show in 1933.

Advance reservations have already been coming in, and if these are any indication of what the show is going to be the 1933 exhibit will be a real show. Membership in the manufacturers' association is also increasing steadily, as the sentiment for a well-organized trade gradually spreads.

The annual show is the outstanding event of the coin-machine trade year, and in addition to benefits for the trade it gets favorable attention for a national industry.

* * *

New Jersey Operators Ass'n Elects Officers

A very enthusiastic and important meeting was held by the New Jersey Operators, at the large display room of the Jersey Specialty Co., at Singac, N. J.

Many important matters were discussed and acted upon. The name of the Association is known as the Consolidated Automatic Sales Association of New Jersey. Headquarters will be at the Jersey Specialty Co., Singac, N. J. Temporary initiation will be \$5.00, but in the near future the initiation fee will be increased to \$25.00, as the operators who were active in the beginning and

In Unity There Is Strength, Division Means Failure.
May We Have Union With Unity.

are trying to smooth and straighten out all the problems that they are confronted with and besides spending a lot of time and money on attorneys and court cases feel that any operator who does not come in now and join immediately at \$5.00 and willing to give his help, is not entitled to come in later at the same initiation fee as the so-called charter members came in, and so therefore will have to pay \$25.00 in order to become a member and receive the protection and benefits of the organization. Dues will be 50 cents weekly.

Rules and by-laws of the association were drawn up by a committee and agreed upon by the association members.

This association was organized solely for the protection of the 150 operators who operate in Passaic and Bergen counties, and to work in harmony together and to fight unfair competition, and decided not to sell any machine to location owners, and also should any operator be found out to have paid a higher amount of commission than agreed upon by the association, or to have sold a machine to a location owner, he is liable to a fine of \$10.00 to \$50.00, by the association.

Officers elected were Mr. P. Hagedorn, president (elected unanimously). Mr. Hagedorn is very popular amongst the trade connected with the automatic industry, having represented a number of years several coin operated machine manufacturers, and also operated routes of machines as far back as fourteen years ago, and just prior to organizing the Jersey Specialty Co. at Singac, N. J., owned and operated routes of machines throughout New Jersey.

Mr. Bud Fuerstone, vice-president.

Mr. Fuerstone is at the present time branch manager for Irving Bromberg store in Passaic, N. J.

Mr. Albert Meyer of Paterson, treasurer. Mr. Meyer is one of New Jersey's operators today.

Mr. Gilbert, secretary. Mr. Gilbert is also one of the foremost operators in and around Paterson, and operates large routes.

Mr. P. Krakower, trustee. Mr. Krakower is one of the pioneer operators in New Jersey and is well

known in the trade circles in New Jersey.

There were several committees appointed, including an executive board to receive complaints, etc.

The meeting was attended by close to 100 operators from various parts of the state, and the meeting was also addressed by two well known lawyers who gave their opinions as to the legality of the pin games, and what could be done.

The most important matter discussed was the recent action taken by the Passaic authorities, in seizing over 100 pin tables in that city. Several cases were heard the following morning and some storekeepers pleaded guilty to the charge of gambling, we have been informed, and were fined \$51.00 and those that pleaded not guilty were laid over until October 14. On October 14 the cases were to come up for a decision but were again laid over for two weeks. The matter was referred to the executive board which will consult the association's attorney as to what the proper steps must be taken in order to have these machines released and to allow the operators to continue operating their machines, and also what will be considered legal, as to prizes, for skill, etc. It may be necessary to have a test case made.

The association has distributed labels for their machines to the members which read, "Warning, this machine is operated by a member of the Consolidated Automatic Sales Association of New Jersey. Any person caught tampering with this machine in any way will be prosecuted to the full extent of the law."

Several contributions were received from jobbers and manufacturers to help defray some of the expenses of the association, and any jobber or manufacturer who wishes to contribute or donate to help fight these legal battles, their contributions are thankfully received.

The association welcomes and requests other associations throughout the country for any information they can give as to how they met the situation, such as the legality of the pin game in their respective cities or states. Address all communica-

tions to the Consolidated Automatic Sales Association, care of Jersey Specialty Co., Singac, N. J.

Operators in Passaic and Bergen counties in New Jersey, are invited to join the association now, and be protected before the increase in initiation fee is increased to \$25.00.

● DANGEROUS

"I don't like to get billiard chalk on my clothes."

"That can't do much damage."

"Can't it? It looks too much like face powder."

Washington, D. C., Operators Association Holds Meeting

By ROBT. B. HOLLANDER, Pres.

A special meeting was held at the Vesuvius Italian restaurant, Washington, D. C., on Wednesday, October 26, 1932. A dinner was served to all members present, which expense was borne by the association. After the dinner, the meeting was called to order with all officers pres-

ent. Several new motions were passed, to-wit:

1. It was agreed that the president and secretary be paid a weekly salary as compensation for the work they are doing.

2. Each member has to make out an affidavit stating how many machines he operates. This was done so that the assessments, which are based on the number of machines operated, could be justly billed. This applies only up to a thousand machines. Any operator, operating over that number, is to be assessed only for a thousand.

3. A motion was passed that all complaints submitted to the investigation committee shall be in writing.

4. A motion was passed that after investigation of any complaint, the guilty operator shall be assessed \$1 for the investigation and be given three days to rectify the wrong. If, at the end of three days, he does not comply with the ruling of the investigation committee, a fine of \$25 shall be assessed against him.

5. A motion was passed that if the investigation committee, after investigating a complain, finds that a non-member has run one of our members out of a location, the committee will have the power to authorize our member to offer up to 100 per cent to retain that particular location. This ruling was passed to protect the members against non-members offering a higher percentage, thereby getting some of our locations.

The association is getting many new members and now represents a total of 30 operators, controlling over 5,000 machines.

The arbitration committee, composed of five members, settled twenty-six complaints since the last meeting.

One of our operators, the Pioneer Novelty Company, who is also in the jobbing business, submitted the following plan to the members:

1. Members of the association will be privileged to purchase new machines of any type handled by this company at list prices, and they will be allowed to return any of the equipment purchased at such prices within a period of six weeks from date of purchase and will be allowed fifty per cent of the original purchase price on an equal number of new machines handled by this company.

2. Members of this association who desire to purchase new machines without intention of returning same under plan number 1, will be allowed a special discount of fifteen per cent

NOW . . .

PENNY KING and REGINA BALL GUM

Have new and superior quality—delicious flavors—perfect roundness—the famous Flatbush polish—in short—the ideal ball gum for operators at new low prices.

Special Ball Gum

In Plain Boxes—For Targets, Punch Boards, Etc.

Full Freight Allowed in U. S. A. on Ball Gum
Hard Shell Panned Confections
For All Types of Machines

Burnt Peanuts—California Delights—Rainbow Peanuts
Boston Baked Beans—Licorice Lozenges—Licorice Pellets
Assorted Candy Berries—and many others.

Liberal Samples for the Asking

Flatbush Gum Company

Incorporated

230 36th Street

Brooklyn, N. Y.

from list prices. Also members will be allowed ten per cent discount from list prices on all novelty merchandise purchased from this company.

3. Members of this association will be privileged to secure a loan on their established route of machines. Such loan to be made at appraisal value and conditions of this company.

Other operators, who are also jobbers, will be given the opportunity to submit similar plans if they so desire.

Mr. Lee Robinson, a representative of the "Billboard," was an invited guest of the association. Mr. Robinson gave a very interesting ten-minute talk to the members which was enthusiastically received. He stated that every line of business should be organized and outlined some of the many advantages of it. He told the members that to be successful they must work together. He stated that the coin machine industry today is a business representing one-third million dollars and is still growing. In his recent travels through various states, he found that where the operators were organized, harmony and co-operation were prevalent.

The meeting adjourned with everyone in good spirits.

New Type Prize Reward Cards for Juggle Ball

Helping the operator to more profits is the rule of the Rock-Ola Manufacturing Corporation.

Not satisfied to sit back and enjoy the tremendous success already achieved in the sale of thousands of JUGGLE BALL machines, the Rock-Ola organization now announces three new prize reward cards for their game, JUGGLE BALL.

One card is for the weekly prize. Another has some twenty-eight prizes on it for which the players can shoot. And a third combines a prize for high scores as well as for spelling the word J-U-G-G-L-E. This feature in spelling the word J-U-G-G-L-E is made possible by the fascinating and exclusive automatic scoring register that JUGGLE BALL has.

As every experienced operator knows, the reward cards mean as much to an amusement game as an accelerator to an automobile.

So it goes without saying that the new cards are sure to draw still

larger crowds than JUGGLE BALL has in the past and profits will be "stepped up".

The Rock-Ola Manufacturing Corporation is to be congratulated on its services to the industry. Its pioneer work in the originating and building of JUGGLE BALL is known to thousands of operators all over the world who are today profiting by this unique game. The Rock-Ola Manufacturing Corporation's continued interest in offering these three new prize reward cards with each machine will, in the opinion of the Automatic World, be both beneficial and profitable to the operators.

THE SEEBURG PIANO COMPANY

The Seeburg Piano and Phonograph Company, all coin-operated, has a show room at 1503 Main street, Fort Worth. Mr. Milam and Mr. Wolf, are in charge. These men are operators of wide experience and know the coin machine business from all angles. Mr. Wolf keeps busy between Los Angeles and Fort Worth and Dallas. Trains are too slow today, says Mr. Wolf, so he travels by air between these points. These men can tell you some real stories about the good old days and the ups and downs of the pioneer operators.

Automatic Jackpot Table With Reserve

Something new—the last word in jackpot pin tables. Full size table 18x38 inches; "Whiffle type" pin board; white rubber covered nails; tip and tilt proof; triple dog coin chute; very strong and substantial construction; equipped with jackpot that loads and pays off automatically—when pot is won, next 30 coins in reserve immediately fills pot. No lost play while pot lays empty. Operator's price—\$47.50.

FIGURE 8 REPLACEMENT FRONTS—Made in four models to fit all popular makes of machines. State for what make machine wanted. Price—\$4.25, tax included.

SUNNY BOY—that new and popular two jacks with ball gum attachment.

The Field Manufacturing Corp., Peoria, Ill.

Southwestern Distributor—The Dixie Specialty Co., 1308 Young St. Dallas, Texas

Here's a Real Money-Back GUARANTEE

YOU GET ACTUAL CASH—NOT A CREDIT MEMO!



GOOFY's
Got to Make Good
or we buy it back and pay cash!

Mr. Operator! Get your GOOFY machines here and be protected by our great "NO-STRINGS" GUARANTEE! We are so very positive that GOOFY will earn more money than any other machine this year that at the end of 30 DAYS, if you are not satisfied—or if you think some other machine has come out that is better than GOOFY

—we will buy back for cash GOOFY machines bought from us at 25 per cent depreciation—50 per cent depreciation at end of 60 days; 75 per cent depreciation at end of 90 days. Can any proposition possibly be more fair and square? You can't lose! You can—and will—earn sensational profits with this sensational machine. So rush your order now!

SAMPLE GOOFY

\$19.25

Including Tax—One-third with Order, Balance C.O.D.

AUTOMATIC AMUSEMENT CO.

Distributors of Dependable Coin-Operated Machines

683-5 Linden Avenue

Memphis, Tenn.

Operating Automatic Phonographs

Operating Such Instruments Is a High Class Profession and Reflects Credit Upon Any Person

The outstanding feature that spells success for the operator of coin controlled phonographs is the attention he gives to changing records and keeping red hot, up-to-the-minute selections always on hand for his customers.

He should ask himself the question, "How long and how often would I like to hear the same selection?" Do this and you can arrive at just how often you should change records. An instrument grows old and play slows up just as often as the records grow old. There is no way to off-set this truth. The writer of this article has experienced just that very thing and knows, for a fact, that it is the regular and often changing of records that will put over an instrument in any spot.

Of course, there are many other details that must be well taken care of in order to realize a profit from your instruments.

A Come-back in Edidence

One thing that is now noticeable in the rapid "come-back" of the automatic phonograph. We believe that a large portion of the credit regarding this evident come-back is

due the Brunswick Record Corporation of New York City. Their super method of recording whereby such artful production is in evidence has created an unresistant desire to hear their wonderful selections as produced from a Brunswick record on an automatic phonograph. The nickels click into the cash box and the best of music fills the air wherever Brunswick records are used.

The Brunswick Record Corporation think enough of the operator's business to organize a special automatic department to take special care of his needs. This department caters to the operator's particular needs. They have conveniently located branch houses in Cleveland, Dallas, Kansas City, San Francisco, New Orleans, Los Angeles and Chicago. Operators are invited to visit these branch houses whenever in these cities. All orders are well taken care of, keeping the operator's interest in mind at all times.

Current Releases

Just glance over these current releases, my, my, how these fine selections would click in them locations and how they would increase the weight in the old cash box.

Look what we have by the Mills Brothers, "four boys and a guitar:"

6377. It Don't Mean a Thing (if it ain't got that swing), and Coney Island Washboard.

6357 Bugle Call Rag, and The Old Man of the Mountain.

Bing Crosby—

6394 Waltzing in a Dream, and Please (from "The Big Broadcast").

6351 Love Me Tonight, and Some of These Days.

Cab Calloway and His Orchestra—

6400 Olz Yazoo (Fox Trot with vocal chorus), and Hot Toddy (Fox Trot).

6340 Reefer Man (Fox Trot with vocal chorus), and You Gotta Ho-de-Ho (to get along with me) (Fox Trot with vocal chorus).

Guy Lombardo and His Royal Canadians—

6390 Pu-leeze! Mister Hemingway (Fox Trot with male trio), and 'Twas Only a Summer Night's Dream (Fox Trot with vocal chorus).

6363 I Guess I'll Have to Change My Plan (The Blue Pajamas song) (Fox Trot with vocal chorus), and As Long as Love Lives On (Fox Trot with vocal chorus).

Duke Ellington and His Famous Orchestra—

6374 Blue Harlem (Fox Trot), and Best Wishes (Fox Trot).

6355 Swamp River (Piano solo with orchestra accompaniment), and Fast and Furious (Piano solo with orchestra accompaniment).

Don Redman and His Orchestra—

6368 If It's True (Fox Trot with vocal chorus), and Hot and Anxious (Fox Trot).

6354 Tea for Two (Fox Trot with vocal chorus), and I Got Rhythm (Fox Trot).

Vocalion Race Records

Supplement for November, 1932

Vocal Blues

1720 (By Bumble Bee Slim) B and O Blues (Vocal with guitar and piano), and Queen Bee Blues.

1721 (By Black Bottom McPhail) Down in Back Bottom (Vocal with guitar), and Whiskey Man Blues.

1722 (By Peetie Wheatstraw—The Devil's Son-in-Law). Police Station Blues (Vocal with guitar), and All Alone Blues.

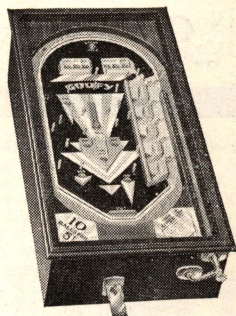
Dance

1723 (By Eddie and Sugar Lou's Hotel Tyler Orchestra). Cruel Mama Blues (Fox Trot with vocal chorus), and Love Song Blues.

JERSEY'S LARGEST DISPLAY ROOMS In Metropolitan Area

Panama Diggers—Wise Operators Buy Here and Save
Time—Money—Trouble

Quality Products
Honest Dealings
Quick Service
Attention to Detail
For All Latest
Machines and Red Hot
Prices, Get on
Our Mailing List



Goofy Senior, King Tut, Juggle Ball, Loony, Clover Leaf, Leap Ball, Dyscus, Shuffle Ball, Jiggers, Majestic, Pilot, Penny Pins, Squirly, Goofus, Scoop, Bug House, Empire Toivenders, Magnets.

READY FOR IMMEDIATE DELIVERY
Also all other proven Amusement and Vending Machines

Write or Drop in to See Us for Lowest Prices

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Tel. Little Falls 4-0784

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SINGAC, NEW JERSEY

FACTORY DISTRIBUTORS PANAMA DIGGERS, AND SUPPLIES

Philadelphia News

By K. S. LANSING

The Banner Specialty Co., jobbers of coin-controlled machines, I. H. Rothstein, 1530-32 Parrish street, Philadelphia, Pa., proprietor, reports that beginning the first week of October, business has shown some improvement, inquiries coming in considerably larger volume and evidencing real buying interest.

L. V. Hodgson, manager of the Eastern factory-owned branch of O. D. Jennings & Co., at 831 Terminal Commerce Building, Philadelphia, Pa., has returned from a successful business trip to Buffalo, N. Y., where more than 800 coin-operated machines of the concern have now been advantageously placed. Until recently the Bison City had been without automatic coin machines since 1918. Mr. Hodgson expressed an optimistic view about conditions for the future in Buffalo.

New Jennings machines that have caught on well with operators and public, according to Mr. Hodgson, are "Little Duke," a penny-play jackpot, bell type, and "Zig-Zag," a one-cent play confection vender with coin refund feature, a skill game controlled by a push-button on top of the cabinet. "Zig-Zag" also may be operated as a jackpot. This machine is so new that less than 100 deliveries of it had been made up to September 1.

* * *

While business at the outset of the present month was reported as still slow, at the quarters of the Sloan Novelty Manufacturing Co., 1250 North Tenth street, Philadelphia, Pa., it was stated that the machines leading in sales at the time were pin type. There has been some effort among local coin machine concerns to place pin games in "de luxe diners" located in various portions of the city, but at Sloan's "diner" cars are not considered particularly strong locations, although it was admitted that occasionally one turned out well.

* * *

The Automatic Canteen Company of Pennsylvania, G. G. Brockway, manager, formerly of 800 North Delaware avenue, Philadelphia, Pa., has removed to 1511 Nedro avenue, in the northern portion of the city.

* * *

The Charles Sweet Co., C. Am-

sterdam, manager, has moved from 972 North Franklin street, Philadelphia, Pa., to larger quarters at 974 North Franklin street.

* * *

Small boys and "boys" of larger growth not infrequently tear loose, destroy and empty the smaller types of penny candy and gum vending

machines that have been attached to the exterior of small drugstores, groceries, news and tobacco stands in South and West Philadelphia, Pa., but lately there have been numerous cases of looting pay telephones placed in subway station booths. The Bell Telephone Company recently reported that more than a score of such boxes had been removed by thieves not only from subway stations, but from Market street theaters and Chestnut street offices. The police have a tip that one of

(Continued on page 17)

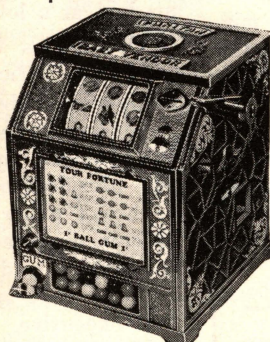
OPERATORS . . . REAL BARGAINS FROM "AMERICA'S ONLY WOMAN JOBBER"

● BABE KAUFMAN ●

PURITAN BABY VENDER Tax Paid—\$12.50 Each

This is the greatest bargain ever made on these great money-makers. Here is a chance for all operators to set up a real route of Puritans at this low price. Don't wait for the other fellow to get the best spots in town. ORDER NOW! Bargains like this don't last forever.

These are absolutely guaranteed brand-new machines. All perfect, beautiful condition. Greatest money-maker of the age. Beats all other machines. Smart operators — you KNOW what a bargain this is — SEND YOUR ORDERS IMMEDIATELY!



One-third Deposit—Balance
C.O.D.—F.O.B. Brooklyn

FREE COIN CHUTE

With every pin game you buy from us we send you an extra coin chute FREE. All the latest machines ready for delivery, at the lowest prices.

Goofy Jr. and Sr., Jiggers, Eighth and Six, Cloverleaf, Juggle Ball, Shuffle Ball, Majestic, Pilot, Five Star Final Jr. and Sr., King Tut, Loony, Majestic—and all the others.

ORDER NOW!

FREE CASE OF MINTS

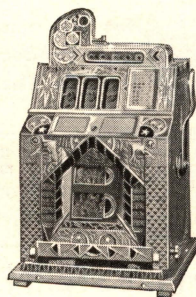
With every slot machine you buy from us at our low prices we'll ship you one case of mints free.

Here's a real sporting offer. C'mon send your order in now. You have everything to gain. Our low prices will astonish you.

Every operator interested in making real money communicate with me NOW!

MILLS LATEST SILENTS New or Used And . . . A Big Free Deal Offer

We carry only the finest used slot machines. All guaranteed working condition at lowest prices. Also all the new machines at regular prices. Send for list now!



We have many bargains in slot machines. Don't wait until you lose that good spot. Wire your order to us. We guarantee the lowest prices.

All machines are tested by our experts previous to shipment. You are shipped only the finest machines at all times. Get your name on our list for special bargains.

Irving Mfg. & Vending Co.

300 Irving Avenue

Brooklyn, N. Y.

A Visit to the All-American Twin Factory

The Dallas Novelty Sales Co., Inc. Operate Largest
Factory in the South. Is Headed by
Trained Efficient Executives

By Tom Murray

On Wednesday, October 26, I paid a pleasant visit to the factory of the Dallas Novelty Sales Company, makers of that famous double pin game, the All-American Twin, in Dallas, Texas.

To say that I was amazed at such a plant being right here in Texas would be putting it mildly. I expected to see the usual sort of mill, that is so much in evidence at this time throughout America, making pin games. But I was soon relieved of this thought.

Harry Turner, the sales manager, escorted me through the factory, showing me here and there the many machines, saws and what-nots used in the production of their games. There is a system of production in evidence in this large factory of the South. A well organized force working together and creating an unusual quality machine at a price that affords the operators some real co-operation along the line of a super product at a low cost.

The Dallas Novelty Sales Company is an efficient organization, incorporated under the Texas laws and is headed by real, reliable, and capable business men. Mr. Otto Coerver, president of the firm, is a man of broad experience in the making of coin operated machines. He has the ability and has undergone the training that speaks in favor of a real executive. Mr. J. W. Davis is in charge of all secretarial work and handles the two large front offices in a manner that is unusual for this industry. Harry Turner, the sales manager, is on the go, one minute here and then there or somewhere else. You will find him in the shipping room seeing that a certain shipment gets off for Louisiana, or New Jersey. Harry takes a great pride in seeing that every machine that leaves the factory is absolutely all right in every respect. "If we please the operators our success is assured," says Harry. One machine, says Harry, placed on location, working perfectly and making money for its owner, is the best ad in the world for any manufacturer.

Mr. Coerver assured us that it is the intentions of his company to build quality machines year in and

year out. "We are not just a fly-by-night affair; we are citizens of Dallas and the great state of Texas; tax payers, property owners, and our references are the best obtainable," say these men who are at the head of this growing Texas firm. And the writer of this article happens to know that this is true. A firm you can trust your deposit with and a firm who will back up and stand behind every promise they make. In fact, the Dallas Novelty Sales Company, Inc., are just the kind of folks we need to put this coin machine industry on a higher and safer plane and create a higher standard that will demand wholehearted public respect.

The All-American Twin is a super production, contains quality construction, gorgeous appearance and ability to get the money. What else does one desire? All told the Dallas Novelty Sales Co., Inc., are a fine bunch to do business with and their All-American Twin is a fine machine to operate.

TEXAS JOBBING FIRM GROWS

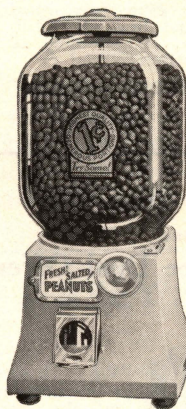
Schatz Novelty Company, of Bernham, Texas, is one of the South's growing jobbers and distributors. The firm is headed by Eddie Schatz who is the possessor of a wide experience in the coin-machine business. The policy of the company is to render good service to operators and supply them with the best machines and supplies possible to obtain. Right now they are featuring the famous Rock-Ola machine, Juggle Ball.

They give as reference the Burton State Bank of Burton, Texas, and Dun and Bradstreet.

LOUISIANA OPERATOR ONCE NEWSREEL CAMERAMAN

E. R. Gammage, the live wire operator of Westlake, La., once raced around the country as a news reel cameraman for Universal News Weekly. He also covered the Mexican war in 1914-15 and was an official motion picture cameraman with the U. S. army during the World war. He has in his possession 50, feet of nature scenes and 6,000 still negatives of birds and animals. He owns one of the largest libraries of natural history motion pictures and still views in the U. S. A.

Right now Mr. Gammage is operating the All-American Twin, a marble game of super quality made by the Dallas Novelty Sales Co., Inc.



The
Northwestern
PENNY
Merchandiser

Not only vends
ALL Products
It Sells Them

If you want big profits that are permanent year in and year out, try this Merchandiser before you buy any machine. Write for details today!

**THE
NORTHWESTERN
CORPORATION**

910 Armstrong St. Morris, Ill.

Turkey PUSH CARDS **Depression Prices**

Also PUSH CARDS, With or Without Seal, Sizes 10 to 200-hole

CENTRAL PRESS

Ready for Immediate Shipment.

34 South Third Street
PHILADELPHIA, PA.

Possibilities in the Candy Vending Machine Industry



By L. L. Lane
President Chicky Mfg. Co.

A most important factor in the automatic vending of candy bars, is the type of machine used. As we all should be aware, conditions in the automatic merchandising of candy bars has changed so rapidly in the last few years that many operators have lost sight of the fact that they are endeavoring to do business with obsolete equipment. In order to keep pace with the rapidly changing conditions, it is necessary for an operator to consider this fact in order to have a successful operation. We are living in a modern age and every operator should realize this fact and fortify himself with the most modern type of equipment that is both attractive and efficient.

It is also very essential that the merchandise used must be of the very highest quality. It is a known fact that nothing that can be built for a price, or bought for a price, will meet with the requirements necessary for a successful operation. The line of high quality merchandise must be extensive enough for the various tastes of the different customers in a given locality. We all know from experience that certain types of candy bars that are liked and very popular in a certain location may not be the proper ones for use in a location across the street. The same principle applies to the tastes of customers in various cities and various sections of the country. Operators

should not lose sight of these facts and should make every assurance that the line of merchandise they are using will meet with these requirements.

Fair ethics in conducting each business must be applied. This is very essential, as every successful business man, is well aware of. We all know that any successful business man today has met with this success only through the application of fair business ethics. This is very essential for the operator who is desirous of not only developing a very successful business, but in order to continue in maintaining the same. There is no occasion of any operator fearing competition provided he has the right kind of proposition, applied with the right methods.

In conclusion, will say that I feel we have gone through the worst of the depression and sincerely feel that conditions are showing a considerable improvement. The year 1933 holds a much brighter future, and greater possibilities. I have greater confidence than ever in the future possibilities of this business, as well as the return of prosperity as a whole.

Depression Increases Theft and Use of Slugs in Los Angeles

By J. EDW. TUFT

The year 1932, due to the increased force of the financial depression, has increased theft fully 33 1-3 per cent in the Los Angeles area and has increased the use of slugs fully twenty-five per cent, according to E. R. Fuller, secretary and treasurer of the Accurate Vending Corporation, 2542 San Fernando Road, Los Angeles.

This firm is not only a manufacturing firm but within the Los Angeles area operates its own cigarette vending machines. It has hundreds of these on locations, chiefly in cafes, lunch rooms, gasoline filling stations and in apartment houses.

"There has been, I am sure, a more marked increase in thefts of merchandise this last year than in any year since we have been in business", says Mr. Fuller, "a fact which makes me think that a coin vending machine is a fairly good indicator of the trend of business conditions in general. The increase of the use of slugs tells the same kind of a story.

"The problem is, however, not merely to discover that a greater number of people are driven to theft but how to protect one's self against theft. During the last year we have practically withdrawn all machines from apartment houses save where a night clerk is on duty all night. This has cut down our losses to an appreciable extent. We have withdrawn them also from all filling stations not operating twenty-four hours per day but have increased the number in filling stations keeping open day and night. We have likewise centered on the better class of lunch counters and cafes.

"We have increased the number of machines in locked in compartments in apartment houses and have secured greater vigilance, I think, on the part of the people on locations.

"Not only have we lost a greater amount of merchandise through theft but we have lost a great many more machines than in former years. We feel, however, that by the greater care we are exercising we are now reducing this loss."

ANNOUNCEMENT

We have received the following announcement from the Globe Vending Co.:

The Globe Vending Co. wishes to announce their affiliation with D. Robbins & Co., and the removal of their offices and showroom to larger quarters at 1125 Broad street, Newark, N. J.

(HOT) COMIC XMAS CARDS

All new and different. Best yet. Fast sellers at Cigar Stands, Book Stores, Drug Stores and Merchants. Act quick. Order from this ad and clean up. \$1.00 per hundred, assorted; \$7.00 per thousand, assorted.

EDWELLS TRICK & NOVELTY CO.

320 SECOND STREET

MACON, GEORGIA

Automatic World

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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The National Magazine of the Coin Machine Industry

MORE ABOUT THE BLANKET LICENSE

Much is being said about the blanket license these days and many different opinions are afloat, some for and some against. No doubt this variety of license would be more or less an experiment and it might be just the thing and it might be just the wrong thing.

To place the license too high would crowd out the small operator and to have it too low would displease the tax officials. However, it would not take much of a blanket tax to discourage location owners from buying their own machines. Keep this in mind and do not make the tax too high.

There are few states that are really realizing any profit from coin machine taxation. The collection cost runs too high and many states already wish they did not have the tax. Why should a state engage in a business that proves itself a total loss and an unnecessary expense? Don't it look foolish? A state, county or city should discontinue such taxation that is a total loss or that creates an added expense upon it. With the blanket license in effect a profit will be realized by the tax officials for their respective states, regardless of how small the tax might be. We understand that Texas is losing money trying to collect the coin machine tax and we quote below from a letter we recently received from a Texas operator:

"A state tax collector spent perhaps forty days in two counties collecting coin machine taxes. In these two counties there were less than 200 machines which would mean about \$300 in taxes. Now figure forty days at \$10 per day salary and expense for man and car."

We might consent to a blanket tax if that tax method is used to benefit all operators large and small, but to use it as a stick to swat the small operator is not in harmony with good judgment and brings to the surface a selfish motive. Selfishness has never created success for an industry or an individual and never will. It carries destructive power instead of constructive power and will always destroy the industry or individual it possesses.

Many of our small operators today will be the big shots of tomorrow. To keep the small operator out will not eliminate competition and commission boosters will continue to be in evidence. The real gain to be realized from a blanket tax or license is the fact that it will allow an operator to operate all the machines he desires and will discourage location buying. A blanket license will increase business for manufacturers and jobbers because the small

operator will soon see that it would be for his benefit to operate more machines as it would cost him just as much to operate a few as it would a hundred.

We do not put ourselves up as the king of authority on this matter but are only expressing our opinion.

IT'S DIRTY AND UNTRUE PROPAGANDA

The propaganda that has been put out to the effect that AUTOMATIC WORLD is a Southern sectional journal and only has circulation in a few Southern states is a dirty falsehood and is absolutely untrue, unreliable and without proof.

AUTOMATIC WORLD goes into every state in America, saying nothing about the foreign and Canadian circulation. Our circulation statement which is on file with the postoffice, is better proof as to where AUTOMATIC WORLD goes than the proof of any propaganda distributor. This statement lists the various zones into which our journal circulates and is undisputable proof.

We have national circulation and not just a sectional circulation. However, we are proud of the fact that we can offer you the most reliable Southern circulation along with a thorough national distribution at a reasonable rate. This feature, we realize, is worth mentioning and is very highly considered by wise advertisers.

The next time this propaganda floats to your ears, will you be fair enough to ask the author of same to prove his claims? The truth is, we have more circulation in some of these knocker's strongholds than they have themselves. Naturally it hurts them.

SOMETHING MUST BE DONE

Something must be done for the general protection of the industry. We have among our ranks men who can not be trusted, they are dishonest, crooked and cheats. Their one intention, it seems, is to "gyp" the members of this industry and then brag about it. We desire to take our hats off to our relative coin machine publications in their efforts to "show up" these double crossing rascals. It has been house cleaning time for years. We have been too slow in starting this clean-up work.

Recently, in fact the date of the letter is October 11, we received this word from an operator in Michigan and it is only one of many that we receive each month. This man has a perfect right to register a kick:

"Automatic World,
Fort Worth, Texas.
Gentlemen:

"Enclosed find a dollar to cover subscription to your journal for the year. Also would appreciate a copy of your "black list."

"Do you know anything about the _____? I sent this firm a money order for machine parts June 30, 1932, but never received the parts, neither did they return the money order nor explain in any way. I had the Postal Department check up on the money order and was informed that it had been cashed. I immediately sent them a registered letter. Same was not accepted by them, but returned to me. I have ordered parts from them previous to this order and do not understand their attitude in this case. Any information in regard to this company will be appreciated."

AUTOMATIC WORLD has fashioned a letter to this concern and unless we hear favorably from them by next issue we will publish their name and address.

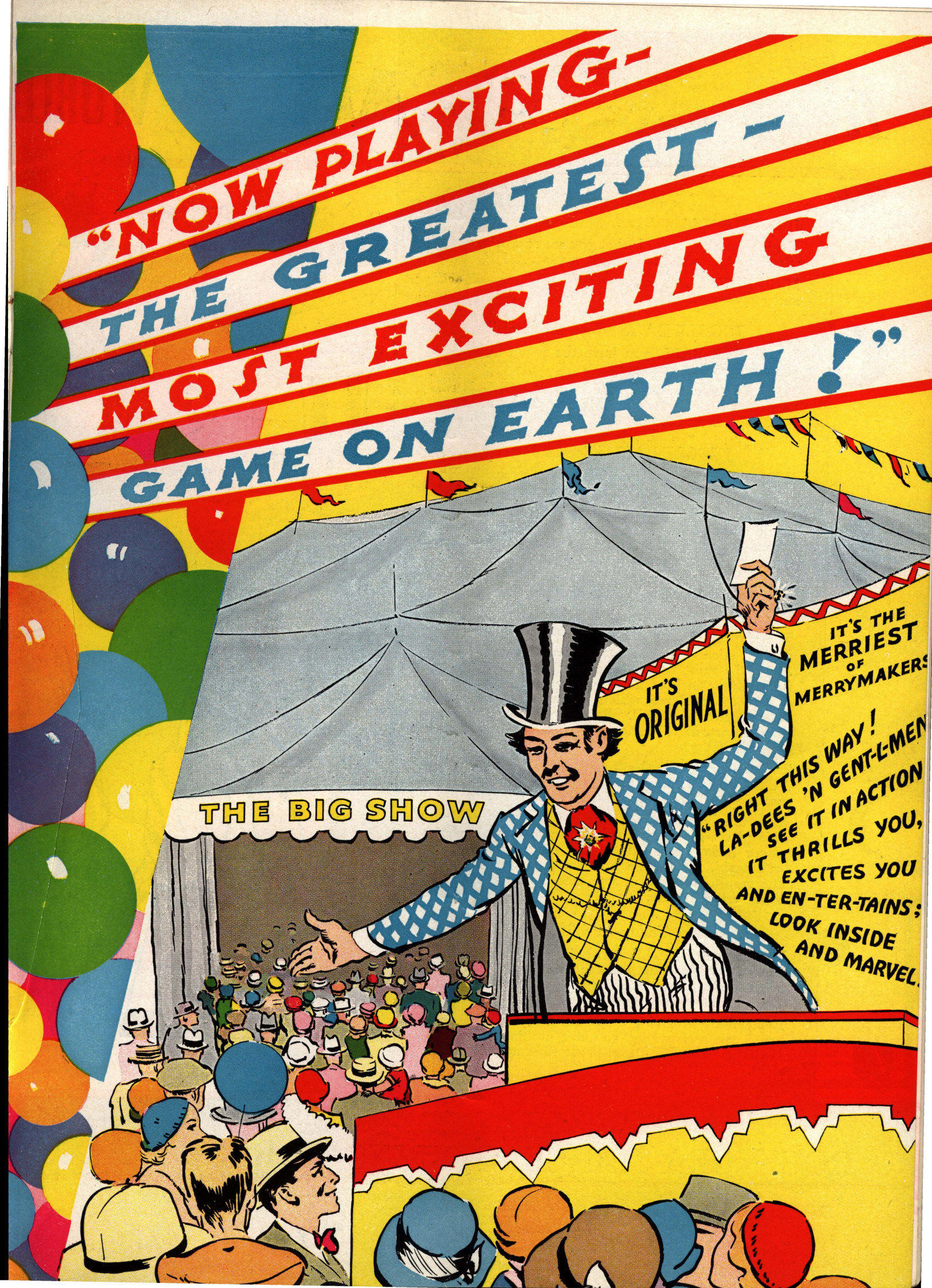
**"NOW PLAYING-
THE GREATEST -
MOST EXCITING
GAME ON EARTH!"**

THE BIG SHOW

**IT'S
ORIGINAL**

**IT'S THE
MERRIEST
OF
MERRYMAKERS**

**"RIGHT THIS WAY!
LA-DEES 'N GENT-LMEN
SEE IT IN ACTION
IT THRILLS YOU,
EXCITES YOU
AND EN-TER-TAINS;
LOOK INSIDE
AND MARVEL."**



It's **JUGGLE BALL** *the* WORLD'S *only* ALL-SKILL PLAYER-CONTROLLED GAME

JUGGLE BALL!

Magic words . . . words that you see and hear everywhere to-day. And for a great reason:

JUGGLE BALL is the new type of game—all-skill and player-control!

JUGGLE BALL "Cops the Show"

In JUGGLE BALL, you have the real thing. The genuine article. Pure gold.

In every town, village, and city, JUGGLE BALL "cops the show." It is the big hit. The star attraction. The main drawing card.

JUGGLE BALL'S Secret Power

Even the greatest games of the past are lifeless alongside JUGGLE BALL'S spellbinding appeal—

—for back of JUGGLE BALL'S success is a secret as old and as young as life itself! *It satisfies the very human desire (1) to prove your skill and (2) to show-off your power of control.*

How JUGGLE BALL Works

The ball-throw performs with velvet ease. A touch! and onto the field glides the colored ball.

Swiftly, silently it goes into action. Down it sweeps . . . the most lively thing ever seen on a playing field. Every inch of the way, the player—by means of the control-lever which he holds—juggles and battles with the ball. Bystanders crowd around shouting words of advice. The air is charged with excitement.

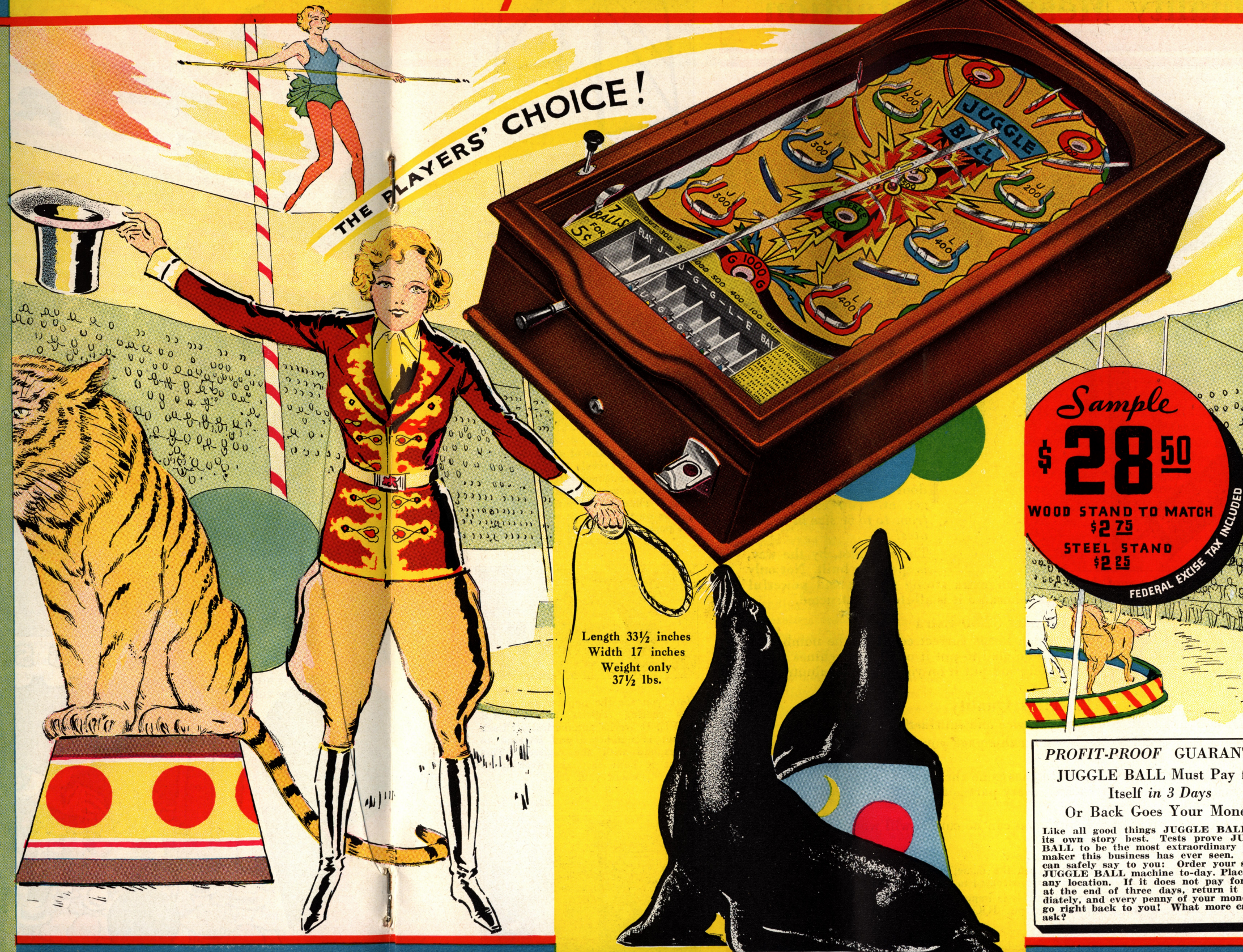
The player knows he must register the word J-U-G-G-L-E in full if he is to double his score. This means six of his seven shots have to count.

As a rule, however, he makes only five perfect shots. This places his scoring reputation at stake, and the player feels compelled to play the game over and over again. Each time he tries to better his shots. The result, for you, is a packed house and steady, never-ending profits.

Act Today—Profit Today

You can get JUGGLE BALL in either the 1c or 5c size. (NOTE: With each machine you get special point-scoring cards which you can use, if you like, for the amusement of the players.)

Remember, in giving JUGGLE BALL a chance to bring you *real money*, you risk nothing. Just read JUGGLE BALL'S Profit-Proof Guarantee to your right.



Sample
\$ **28⁵⁰**
WOOD STAND TO MATCH \$2⁷⁵
STEEL STAND \$2²⁵
FEDERAL EXCISE TAX INCLUDED

PROFIT-PROOF GUARANTEE

JUGGLE BALL Must Pay for
Itself in 3 Days
Or Back Goes Your Money

Like all good things JUGGLE BALL tells its own story best. Tests prove JUGGLE BALL to be the most extraordinary money maker this business has ever seen. So we can safely say to you: Order your sample JUGGLE BALL machine to-day. Place it in any location. If it does not pay for itself at the end of three days, return it immediately, and every penny of your money will go right back to you! What more can you ask?

Manufacturers and Inventors of JUGGLE BALL

ROCK-OLA MANUFACTURING CORPORATION

*Special Prices to
Operators Only:*

THESE PRICES
INCLUDE
FEDERAL EXCISE
TAX

Sample
\$**19⁵⁰**

Lots of 5
\$**18⁵⁰**

Lots of 10
\$**17⁵⁰**

DeLuxe Wood
Stand to match \$**2⁷⁵**

Steel Stand
\$**2²⁵**

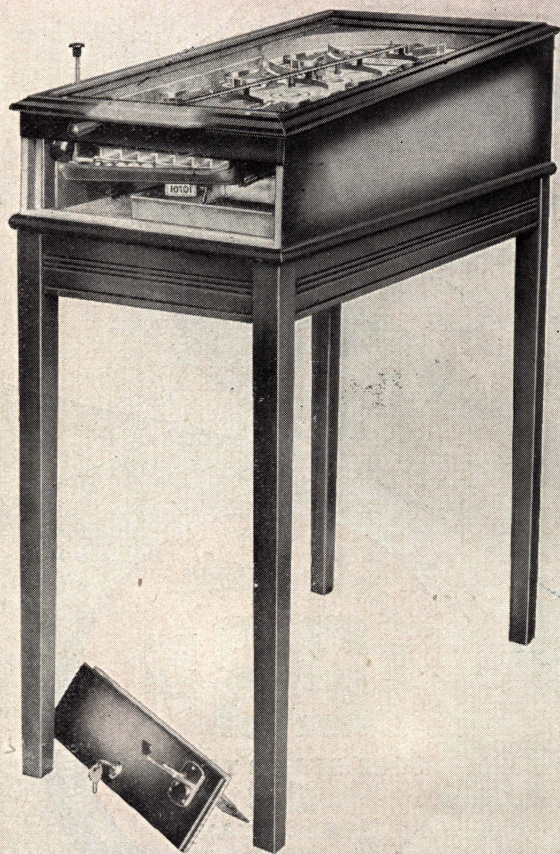
Send 1/4 Deposit
Balance goes
C. O. D.

"Rock-Ola's Proven Products are Known the World Over"

617-631 West Jackson Boulevard

Chicago, Illinois, U. S. A.

Quality Means Satisfaction



Dazzling Beauty

JUGGLE BALL on its solid wood stand gives you a rich combination—fit for the choicest locations. There is the dazzling orange and black beauty of the cabinet . . . the playing field with its glowing background of Roman Gold . . . the design of lightning in play . . . the color blends of red and blue, orange and green, around the pockets . . . the smooth, silver-like cue.

Easy Operation

As you see, **JUGGLE BALL'S** mechanism is where you want it—right in front. The money tray, too, is up in front within easy reach. As for the coin slot, it comes off with the door and is very easy to get at. You can *change from 1c to 5c size in 2 minutes!*

The coin slot, by the way, is specially built. Not only

is it pick-and-fool proof because of an extra strong magnet and powerful triple guards but it is also unbreakable because it is all-steel constructed.

Special Register \$2.50 Extra

Room is provided for a register which keeps correct count of the number of coins played. If you tell us, we shall be glad to put it on your machines at the factory. Or, you can order it separately and put it on yourself in 5 minutes.

Priceless Quality

JUGGLE BALL is built for lasting service and satisfaction.

Even in the four small items shown on this page you have proof of workmanship without a flaw.

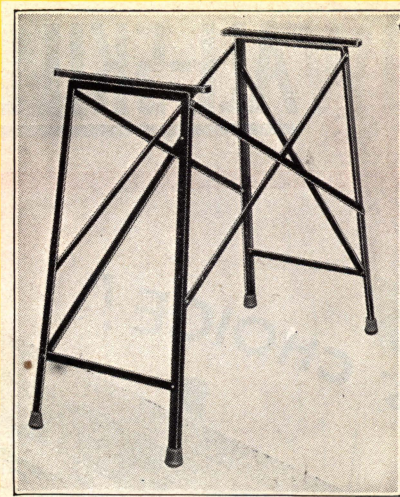
Into the building of **JUGGLE BALL** has gone the long experience and superb skill of master-builders. Every line, every part is finished to perfection. Every inch reflects unhurried care.

When you operate **JUGGLE BALL**, you can be sure it will work perfectly and unflinching every minute of the day.

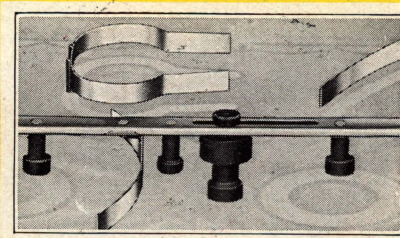
NOTICE: Patent applications are pending on the name, design, and mechanical actions of **JUGGLE BALL**. Any infringement will be prosecuted to the full extent of the law.

OPERATORS: No use waiting for imitations. It is impossible to build **JUGGLE BALL** right and sell it for any less. Be profit-wise and put **JUGGLE BALL** in your locations before somebody else does.

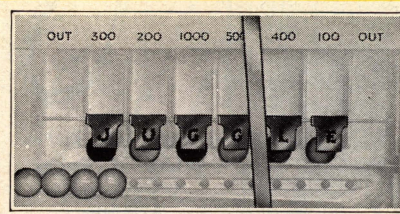
Quality Brings Profit



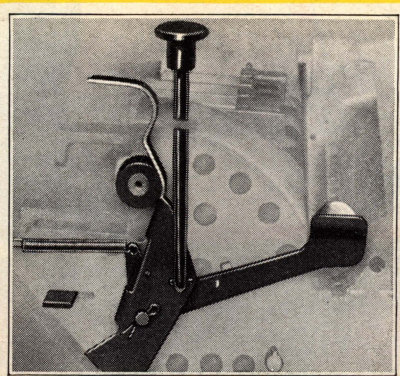
Steel Stands for **JUGGLE BALL** are extra well built—easy to set up—and finished in durable lacquer enamel



This close-up view of a section of the control-lever reveals the perfect construction throughout **JUGGLE BALL**. Note the accurate arrangement of the control slide on the pivot point. The guards on the lever as well as around the pockets are shaped of special aero-plane spring steel



Here you see the popular and exclusive scoring register of **JUGGLE BALL**. It works automatically. Each pocket is numbered and lettered to correspond with the register. This makes it both easy and exciting to count your score



Another exclusive feature of **JUGGLE BALL** is the ball-throw which lifts and shoots the ball in a single operation

PHILADELPHIA NEWS

(Continued from page 13)

the most active vandals is an expert in removing the telephones noiselessly and cleanly, carrying them away in a specially-made black bag.

* * *

Evidently some New York coin machine concerns consider Philadelphia, Pa., a good field for business, or else mean to try it out, anyway, for they are advertising direct to the public in the classified columns of Quaker City newspapers.

* * *

According to the Manufacturers' Sales Co., 1214 Spring Garden street, Philadelphia, Pa., pin games continue to be very popular in many locations and penny vending machines are doing well. While business up to the second week of October had not been particularly lively as a whole, it was said that there was every reason to expect gradual improvement from then on, through the fall and winter months.

* * *

The R. K. Vending Machine Co., represented by the Messrs. Rotman and Kauffman, has opened quarters in Room 808 in the building at 1211 Chestnut street, Philadelphia, Pa., presenting a new five-way vending machine. Five different brands of penny merchandise are thus delivered. Under the headline, "Be Your Own Boss," the company has been advertising in the local newspapers to obtain its desired clientele. Nuf-Sed.

* * *

A Philadelphia, Pa., jobber of coin machines, who prefers to be "nameless" as regards publicity, says he is now advising all operators who buy from him to store any candy, or sugar-coated gum supplies where mice cannot get at them. One of his operator customers left his candied gum supplies for reserve in his automobile stored in a garage and mice ruined all he had purchased for a week in advance.

●

Three New Models Going Big

David J. White, the genial coin machine manufacturer from Baltimore, Md., was a caller at the jobbing establishment of Meyer Wolf, 1212-14 South Fifth street, Philadelphia, Pa., on October 27. Here

were displayed a sample of each of three newest models produced by Mr. White's factory, at 1210 North Charles street, Baltimore, namely, Pros-Periti Senior, Pros-Periti Junior, and Gold Koast—all pin tables, ornately constructed, the first and last mentioned having frames in two-tone wood, with gilt-edged side panels. Gold-Koast's playboard is especially ornamental. These pin boards, about which Mr. White is highly enthusiastic as regards their successful reception by jobbers, strike a new note with their quickly removable cash box and slot, these features eliminating the necessity of ever having to take the table apart for adjustment, or of searching in the rear portion, the balls always dropping in front. The AUTOMATIC WORLD correspondent was told by Mr. White that the models had "taken New York by storm."

●

Live Wire Jobber Wins Bet; Proves Salesman- ship to be Asset to Success

One of those busy Saturday mornings when Marty Rosen, manager of the New York City branch for D. Robbins & Co. at 313 East Thirtieth street, had his hands full just tending to customers, one of the new operators strolled arrogantly into his office and demanded to know what was new in the market.

Realizing that pleasantness is a tradition among better salesmen, Marty put on that siren-like smile and took him into the inner sanctum to show him the great little Goofy machine which had just arrived. With much praise and many flourishes Marty went into a grand sales talk. In fact, he talked long and hard and at last convinced this Mr. Cynical Operator that there was quality and play and features on the Goofy which would make him money on location.

It seemed as if all there was left to do was for Marty to take Mr. Cynic's money, wrap up the purchases and bid him bon voyage. But, (aren't there always "buts" in every deal?) Mr. Cynical Operator still felt he had one which Marty wouldn't be able to answer. So, like the sharpshooter he was he said to our ever-trying salesman, "I admit that

Goofy looks like a winner, but where in Little Old New York can you place a machine when every pool-room, cigar store, candy store, and even boot-black has a machine?"

But did this faze our hero Marty? We should say not. He again started on a new sales talk with the breath he had just gained while Mr. Cynic was orating. But, no buts, Cynical Operator couldn't see it at all, at all. Then to climax the situation our hero Marty bet him tickets to a good show that if Mr. Cynical Operator would pay for the machines, he, Marty, would place them for him. And Mr. Cynical Operator took the bet. Marty told him to come back later when things were more quiet, and since it was Saturday, he closed earlier and they would start out on their great exploring expedition to find locations for that great little Goofy machine. So Marty called Dave Robbins, his boss, and told him of the deal he had made and Dave, really wanting to know just how good a man our hero was, said for him to go right ahead.

At three o'clock sharp there again appeared in the doorway of this Robbins branch the form and features of none other than Mr. Cynical Operator. Our hero wasted no time. He threw ten Goofy machines into his car, for that was all the room he had, and off they went with a chuggety, chuggety chug.

Believe it not not, dear readers, at eight o'clock every machine was placed and in locations suitable to Mr. Operator. Well, need we tell you more? Mr. Operator was forced to purchase one of those Broadway dinners for Marty and Mrs. Rosen and also buy two "bald head" row tickets for the couple, and did our hero and heroine enjoy that evening? Dunt ask!

Whatever the moral of this story is, we leave that to you, dear reader, but to those enterprising jobbers who really want to sell machines, our hero Marty should shine forth as an example, or is it Dave Robbins who should receive the credit for being able to pick good men. We leave the rest to you.

●

Genco, Inc., are helping operators to feather their nests with their latest offering "Jiggers." Operators have now learned that this firm is one of the regular ones and can be depended upon. All their machines have been good ones and this Jiggers is a master production.

"Wux-try, Here's Yure Pi-per Mister"

Automatic Newspaper Vender Invented by Northwestern Inventor. Displays Headlines

By C. M. LITTLEJOHN

Automatic newspaper vending machines which do everything but yell the headlines with ear-splitting, ungrammatical English, are those recently invented by a man in the Pacific Northwest. In time they may replace the young newsboy, the old lady, or the negro vendor, depending on the corner, or the particular American city.

Arthur Read of Walla Walla, Wash., is the father of the new automatic newspaper selling machines, which as have all newspaper salesmen which have gone before, rely upon the headlines and their announcement in some fashion, to create interest in the daily grist of happenings in this rollicking old world.

Through the ample glass-window of the front of the new machine, a generous glimpse of the most exciting news is given to tempt the newspaper purchaser. The front of the robot vendor being partially of glass, there is displayed about four inches of the top headlines, screaming streamers, and big black Gothic ribbons of the yellowish press, which deal with kidnappings, gangster wars, divorce scandals, and other "news" of the daily press.

The machine itself, to be manufactured in Spokane, Wash., not far from the home of the inventor at Walla Walla, will consist of a metal case, two inches wider and two inches longer than the average folded newspaper, ready for consumption of the news reader. Appealing beauty will be lent the new apparatus by its finish in delicate mauve and green Duco, so that it may be used in

stores, street shops, at railway train stations or subways, as well as at street corners and curbs.

By placing a coin of the proper denomination in the slot reserved for that purpose, located in the handle of the machine, and then drawing down that handle, the newspaper is delivered, smooth and fresh, like the top one showing under glass, through a long slot located in the lower front of the machine.

The mechanism of the automatic newspaper seller is so adjustable that nickels, pennies, dimes or other coins may be inserted to meet the price of the publications sold. And from newspapers, the machines may be utilized for selling magazines or other periodicals, as may be desired.

Juggle Ball Considered Legal by Authorities

Word comes to the offices of the Automatic World of a very important legal decision made recently.

The facts are that in a certain city on the Pacific Coast, the authorities had prohibited all types of amusement games.

One of the Rock-Ola Distributors of Juggle Ball, however, appealed the decision and won. The reasons pointed out were that Juggle Ball is a game of scientific skill.

In other words, the fact that the player can control the ball when playing Juggle Ball makes it legal

It is a game of amusement and skill.

This is good news for many operators in a good many sections of the country. It means that they have a real machine—an outstanding money-maker—that they can be sure of running in their territory.

Everybody knows of Juggle Ball. Thousands of these machines are on duty all over the country taking in good profits. The game itself is original and different. It's just the kind of game an operator needs to put life into his locations.

And now—that the authorities have adjudged it legal, its popularity promises to be greater than ever.

Photos Best for Advertising

NEW YORK, OCT. 4—Advantage of the intelligent use of photographs in advertising copy where cited here today by F. L. Fisher, advertising manager of the Lincoln National Life Insurance company of Fort Wayne, Ind., who addressed the annual Insurance Advertising at the Hotel Pennsylvania.

"The attention of the public and the direction of its dollars," Mr. Fisher asserted, "is turned toward the organization which is an aggressively different advertiser. New products have been successfully launched during the past few years and old ones rejuvenated—not by advertising alone, but most decidedly with its help.

"Use of the photograph in advertising copy has many advantages. It is striking and ranks high as an attention-getter. It is flexible and can be adapted to almost any type of advertising. It can be easily secured and in most cases is less expensive than other forms of illustration. It is easy to reproduce and offers the minimum of difficulty to engravers and printers.

"Finally, the photograph has the advantage of inspiring confidence, for it is commonly accepted that the camera 'tells no lies' and the reader of your advertisement unconsciously recognizes that the photograph of your product is more accurate than any drawing is likely to be".



Beautiful Chromium Finish, Same Machine Vends Ball Gum, Salted Peanuts Pistachio Nuts, etc.

All latest machines at lowest prices!

WE HAVE ON HAND FOR IMMEDIATE DELIVERY

King Tut : The Pilot : Shuffle Ball : Jiggers : Goofy
Loony : Double Shuffle Etc. Also Used Machines.
Write for Catalog

D. ROBBINS & CO., 1141 W. DeKalb Ave. Bklyn., N.Y.

N. Y. City Branch
313 E. 13th St.
New York City
M. Rosen, Manager

West Coast Branch
1082 Golden Gate Ave.
San Francisco, Cal.
L. Wolcher, Manager

New Jersey Branch
1125 Broad Street
Newark, N. J.
A. Kass, Manager

Automatic World Continues Its Growth

Subscriptions Pour in Every Month from Every
State in U. S. A.

Every month adds another bunch of live wire readers to our already large and fast growing list. These subscribers tell us they like our style, our articles, information and advertising. True enough, AUTOMATIC WORLD, "The Paper That's Read," has taken the lead among all coin machine trade journals. AUTOMATIC WORLD is the second oldest independent coin machine journal in America today.

Here are the boys that lined up with us the past month:

Wm. Weiss, (N. Y.), C. E. Howard (Ala.), William L. Nelson (Ill.), Tourtellotte & Bradley, Inc. (Wash.), Guy E. Downs (Maine), Joe W. Stoneman (Wis.), Mrs. Ida L. Coleman (Cal.), J. Watling (Ill.), D. Gottlieb & Co. (Ill.), R. Genest (Canada), Frank Anderson (Wis.), H. W. Yendes (Ohio), W. H. Cun-

ningham (Mass.), Imbler (Ore.), Z. S. McKay (Ind.), C. J. Sofron (Cal.), Herbert Woolard (W. Va.), Leon Grizer (N. Y.), Stone Bros. Mfg. Co. (Ill.), Raymond Clark (Ohio), H. E. Seimen (Mich.), John Pnaiff (R. I.), Lidgard & Son, (Mich.), J. Quinn (N. Y.), H. S. Johnson (Okla.), W. F. Schmidt (Minn.).

Look at these Texas readers who have joined up with us during the past THREE weeks:

C. B. Rittenberry, Joe Wolf, Turner Bros., Rogers W. Moore, Steve Mfg. Co., Max Grossman, C. F. Searls, Harry Karothin, L. S. Reed, Dixie Novelty Co., Joseph Fehn, J. A. Chamberlain, W. M. Morgan, David Duncan, W. H. Milam, Clide Fowler, Alfred Scheff, Pat Newman.

You doubting advertisers! Check your list against this bunch of Tex-

as boys and see just how many of them you DO NOT HAVE. Let's go! Hurrah! For the real, distinctive operator's trade journal offering the best South, Southwest, Southeast, and Western circulation along with an A-No. 1 NATIONAL circulation.

SAN FRANCISCO FIRM DOUBLES DISPLAY AND BUSINESS

Viking Specialty Company, 632 Polk street, San Francisco, Cal., report that their display of machines and products as well as business has doubled during the past month. This firm now has one of the largest and most attractive display of coin-operated machines in San Francisco and report their business good with a fifty per cent increase during the past month.

The Viking Specialty Co. handle coin-operated vending machines and scales as well as a large variety of products such as chewing gum, sanitary pads, razor blades and hundreds of other supplies. They are willing to represent reliable manufacturers who wish Western connections.

SAVE MONEY

BUY EVERYTHING YOU NEED AT

IRVING BROMBERG CO.

5 Debevoise Street

Brooklyn, N. Y.

"LARGEST PIN GAME DEALERS IN THE EAST"

LOONY



It's colorful. It's fast. It's exciting. It's a real skill game—and a real money maker! You'll be Loony over LOONY!

Marvelously built cabinet. Fool-proof ball life. Super-sensitive plunger—and extra 'SCORE DIRECTOR' Flange.

Operators' Prices

Sample \$20.50
Lots of 5 19.50
Lots of 10 or more 18.50

TAX PAID

Complete With Legs

DEAL WITH OUR NEAREST BRANCH

2508 Amsterdam Ave. (Near 185th St.)

NEW YORK CITY

LEON TAKSEN, Sales Manager

FREE

Our
New
Price
List

Write
For It
Now

We Guarantee These Great Money-makers at Sensational Low Bromberg Prices . . .

Majestic — Pilot — Cloverleaf
Steeplechase — Eight and Six
King Tut

GOOFY

Juggle Ball : Shuffle Ball
Jiggers : Bingo : Scoop
Silver Star : Prosperity

104 Hope Avenue

PASSAIC, NEW JERSEY

BUD FIRESTONE, Manager

OUT OF THE MAIL Bag

Will Pin Games Last?

Automatic World,
Fort Worth, Texas.
Gentlemen:

Enclosed please find check for \$1.00. Kindly send me AUTOMATIC WORLD for coming year.

Things have been tough here but are improving greatly. I expect a good winter.

Please give me your honest opinion whether to go into pin games any deeper. I am contemplating adding 50 more to my string, but before purchasing I am waiting to hear from you. Would like to know if they are going to blow up like Pee-Wee Golf. I can't afford to hold the sack for the factories. As I have no way of knowing out here in the West, I am asking you.

P. L.—California.

* * *

Wants Our Black List

Automatic World,
Fort Worth, Texas.
Gentlemen:

Would thank you to mail me your "Black List" of crooked jobbers and manufacturers who have failed to shoot straight with you and the operators.

Your last issue of AUTOMATIC WORLD was a good one and very interesting.

F. T. H.—Texas.

* * *

Business Doubles for This Firm

Automatic World,
Fort Worth, Texas.
Gentlemen:

We have your letter of September 15th quoting us advertising rates, and shall be glad to have you run the enclosed 1 inch ad in your Jobbers Directory. You may run this ad until further notice.

We also enclose 48c in stamps to cover classified advertisement in the October issue.

During the past month we have doubled our display, and we now have the largest display of coin-operated machines in San Francisco. And although business in the past has been very good, through increased advertising, etc., we have just about doubled our volume of business during the past month.

If you know of any manufacturers that are looking for Western connections, we shall be glad to have you refer them to us.

Yours very truly,
VIKING SPECIALTY CO.—Cal.

* * *

Automatic World Great Help

Automatic World,
Fort Worth, Texas.
Gentlemen:

Enclosed you will find one dollar bill for 15 months subscription to AUTOMATIC WORLD. I think my subscription for the WORLD is up this month. It has been a great help to me in buying merchandise.

H. S. JOHNSON—Okla.

* * *

Automatic World Recommended

Automatic World,
Fort Worth, Texas.
Gentlemen:

I have recently become interested in the possibilities of vending machines. Your magazine "AUTOMATIC WORLD," has been favorably recommended by a friend of mine as carrying the best information along this line.

Therefore, please inform me what the yearly subscription is for your periodical.

If possible, I should like to secure a sample copy of your magazine. Thank you.

A. M.—Mass.

* * *

Appreciates Articles— Wants Black List

Automatic World,
Fort Worth, Texas.
Gentlemen:

The writer greatly appreciates your article in July issue pertaining to "Selling Machines to Location Owners."

I would like to receive the list of manufacturers, jobbers and distributors who have failed to shoot square with you, as I know it will mean something to operators to know who the "gyps" are. Thanks and power to you all.

L. M. A.—Texas.

Does Not Agree with October Article

Automatic World,
Fort Worth, Texas.
Dear Mr. Murray:

Thanks for the copy of AUTOMATIC WORLD that you was so kind to send me. I am a small operator, operating something over 100 tables in the southwestern section of Louisiana. Most all my tables are double ones as I find that that type of table gets the berries where no other type will. I have done fairly well with Stevo Jak-Pot in the oil fields territory, but have more or less trouble with rocking, tilting and complaints that jak-pot don't pay off, etc.

I note with interest the Morris Maynor, Jr. story, "Southern Traveling Man's Viewpoint" in October issue of your paper. I don't fully agree with this man's viewpoint on depots and bus stations. I have tried both in my territory and find them poorly played. Cafes, drug stores and barber shops prove my best. Dry goods stores in some of the oil fields have proven good. Pool rooms and such as booze joints are worthless locations in my experience. I always try to stay within the laws of the territory I operate in and hold myself above playing the dives that some operators play. Im in the skill-games to stay and will do all I can to make it a gentleman's game. Enclosed is my check for \$1.00 for the WORLD.

E. R. G.—La.

* * *

Against Blanket Tax

Automatic World,
Fort Worth, Texas.
Gentlemen:

An operator who has relatives operating elsewhere in this state, tells me they find considerable noise around that some of the larger and richer operators are planning to lobby through a bill at the next session of the Legislature calling for a stiff operator's blanket license instead of a per machine tax. The figures talked are \$500 or \$1,000 annually. The former figure would equal 370 machines at \$1.50 each.

It looks to me like this is an effort at "bagging" the show, which would result in serious curtailment of business to machine manufacturers, merchandise manufacturers, distributors and all interwoven interests from transportation companies, up

and down. Perhaps, even the WORLD would have less subscribers.

Maybe you can get a definite line on this and haul it out into daylight.

E. J.—Texas.

Note—We have an editorial on this subject appearing in this issue on our editorial page.

JERSEY SPECIALTY CO. TAKES ON PANAMA DIGGERS

The Jersey Specialty Co. of Singac, N. J., announces to its many hundreds of customers throughout the country that they have decided in favor of the Panama Digger, having just completed negotiations with the Scientific Machine Corp. of Brooklyn, N. Y.

The Panama Digger was built for operators with the operator's problems in mind and is sturdy and simple in construction. It has human appeal that attracts young and old, and is interchangeable, counter size and floor size as the base is removable, and collapsible. It is described as the world's smallest trench digger built especially for route purposes.

Due to the great interest hundreds of operators have shown the past few months in merchandise machines, the management looks forward to a very successful winter on Panama Diggers, and urges operators to write for quantity prices and special proposition they now are

offering to well recommended operators through the country.

The Jersey Specialty Co. is one of the leading jobbers and distributors of all kinds of vending machines in New Jersey and boast of having the largest display room in the metropolitan area.

Among Chicago Manufacturers

H. C. Evans & Company have entered the coin operated machine field with their famous Saratoga Sweepstakes. The machine is a horse racing equipment with appeal. This machine is an old favorite with carnival fans and no doubt will find a hearty welcome among coin machine operators. It is very attractive, well made and holds interest of the players. One outstanding feature is the fact that it is backed by a dependable firm.

D. Gottlieb & Company continue in the "spotlight" with Cloverleaf and Five Star Final. This firm is rated high as dependable producers of coin operated machines. Quality and money earning power must go into every Gottlieb production.

N. Shure Company no doubt have a large line of pin game prizes as

well as pin games. This long established firm offers to operators all the latest pin games that are now on the market and that have proved to be money makers.

Standard Manufacturing Company have gone over in a big way with their Majestic. This game is called the "flagship" of all coin amusement games. They offer a Majestic Senior and a Majestic Junior. The firm has advanced very rapidly since entering the field and now have branches all over the U. S. A.

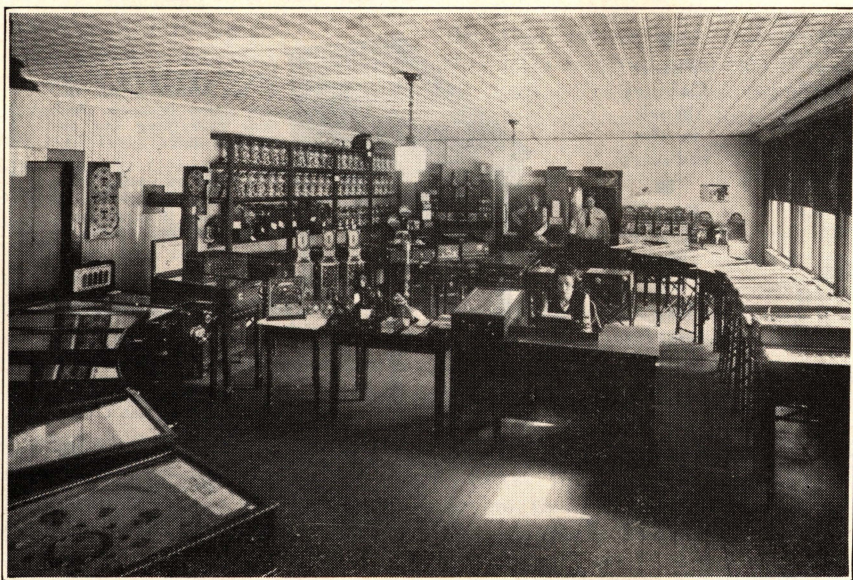
Keeney & Son are kept busy night and day filling orders for that late sensational machine "Steeplechase." It is the perfect racing game and contains many operating advantages never before combined in any other machine. This house is reliable and dependable.

Douglis Machine Company are going to give the industry something new and better in their new Puritan Vendor. With a solid guarantee of two years behind each of these money makers, backed by this reliable firm, certainly places Mr. Operator on a safe footing. There is no machine on the market today that will produce more income from the investment, than a Puritan Vendor.

O. D. Jennings & Company continue to supply operators everywhere with their latest hit, "Little Duke," that great little penny machine. Little Duke has proven a great winner in every respect and is highly recommended by all operators who are now using them.

Garden City Novelty Mfg. Co. continue to offer winners. Their Gold Mine is going good as well as their other offerings. This firm is backed by real business executives and promise operators some good money making equipment with a serviceable co-operation.

The Watling factory is humming. Products that are worthy are being turned out daily. Good jack-pot vendors, good scales and one of the best pin games in the world are offered by this pioneer firm.



The above picture shows the attractive and up-to-date display room of the Jersey Specialty Company, of Singac, N. J. This firm carries on hand an ample supply of machines and products and renders a real service to operators.

Chicago News

H. B. Gibson and Fred Mann are certainly doing some good things for the Chicago operators. A would-be gang of slickers that centered their activities upon Chicago operators, has been broken up by the Chicago operators' association, headed by Gibson and Mann.

All individuals who were suspected of racketeering tactics were summoned up before the state's attorney and questioned thoroughly as to their activities in the coin machine business. Then each in turn was warned that the state's attorney would vigorously prosecute any one of them who tried to interfere in any way with operators who are legitimately running their operating businesses.

Since this warning was given some time ago operators in and about Chicago have not been bothered in any way. This is a victory for the new operators' association in Chicago and speaks well for its ability to func-

tion effectively for the best interests of its members.

* * *

Mr. Chas. Chizewehr, president, Hercules Novelty Company, has been allowed a patent by the U. S. Patent Office on his game, "Double Shuffle."

* * *

Jim Buckley shows the boys the kind of marbles he used by putting them under the hammer. Well, a lot of things have gone under the hammer and emerged unharmed but it was good to start with. Same with Buckley's marbles, they are good.

* * *

A welcome letter from Robert W. Merriam saying that the boys around Chicago appreciated the article of respect given Geo. Grastorf in our October issue. Mr. Merriam says the old Chicago Vending Machine Operators Association consisting of scale and merchandise operators, is still in existence.

Mr. A. E. Gebert of the Advance Machine Co., made a great talk before the members of the Independent Coin Machine Operators Association of Illinois, recently. We never knew before that the man who pilots the Advance Machine Co. started in business 30 years ago as a peanut machine operator. In his speech Mr. Gebert stressed the necessity of having state organizations to fight unfavorable legislation and other things.

* * *

Look out for that new machine that is going to be launched by the Northwest Coin Machine Company. Mr. Schaef and Mr. Gohe have a way of doing things and when they say the machine is good, well, it will be good.

* * *

We have received a lot of fine letters from Chicago regarding the tribute article on George Grastorf. For all these good words we thank you all.

One letter in particular, from W. P. (Pat) Considine. Mr. Considine is one of America's leading operators, understands the business from every angle and is an expert writer

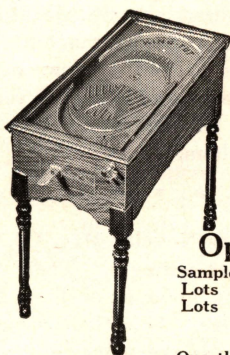
2 Supreme Winners!

FOR OPERATORS

. KING TUT .

2 Super-Built
Money-Makers

. LOONY .



No screws or bolts, everything slides in grooves. Most sensitive plunger ever made. Fool proof ball lift. Skill play throughout.

Perfect machine for fast or slow play—adapts itself to finest competitive elements. Has everything to make money for the operator.

Operators' Prices

Sample \$18.50
Lots of 5 17.50
Lots of 10 or more 16.50

TAX PAID

Complete with Legs

One-third with order, bal. C.O.D.

Finest
Cabinet
Work
in the
Industry

Faster
Better
Play

Surer
Earning
Power



Fastest 2-playing board in the business. All the new game features. Ball does everything but sit up and talk.

You can't go wrong with LOONY—it appeals to players for it gives them a run for their money.

Operators' Prices

Sample \$20.50
Lots of 5 19.50
Lots of 10 or more 18.50

TAX PAID

Complete With Legs

One-third with order, bal. C.O.D.

JOBBERs—Write or Wire for Special Proposition!

SUPREME VENDING ORGANIZATION

Headquarters—557 Rogers Ave.

Brooklyn, N. Y.

Wm. Blatt, President

NEWARK, N. J.

441 Elizabeth Avenue
Geo. Ponser, General Manager

ATLANTA, GA.

217 Garnett Street, S.W.
Morris Hankin, District Manager

ALBANY, N. Y.

62 Hudson Avenue
Henry W. Seiden

PHILADELPHIA, PA.

157 Spring Garden Street
B. A. Salzberg

BOSTON, MASS.

1129 Tremont Street
Ben. D. Palastrant

on coin machine subjects. We enjoyed his department that was carried in the Billboard for a while. In fact, it was the best coin machine palaver that we have ever come across. He could tell a lot in a few words, tell it and make it stick, tell coin machine news as no other writer has ever been able to tell it. That's what Pat Considine can do and he can also write a mighty good letter. Thanks, Pat.

MR. GAW WANTS TO WEIGH AS WELL AS GREET PUBLIC

Greeter George D. Gaw, Chicago's hard-working official glad-hander, wants the Century of Progress Exposition to give him signed and sealed authority to install 100 put-your-penny-in-the-slot-and-get-your-correct-weight scales in the world's fair grounds.

No, no, gentle reader, Greeter Gaw is not agonizing under the punishment of a Hollywood reducing diet—not so. He doesn't want to reduce anything; in fact, rotundity is a positive asset to a greeter, for what kind of a welcoming smile could a skinny man put over his ingrowing face?

The scales which Greeter Gaw would like to place represent a business proposition, known to world's fair folk as a concession. They are not intended to be conveniently at hand to break the good or bad news to him that his belt line is shrinking or expanding every time he rolls along Lief Eriksen drive in his albino car. He wants them there to catch the pennies of world's fair visitors who are more or less inquisitive about their avoirdupois.

Nor are they intended to serve as the scales of justice in the little controversy now surging over the claims and counterclaims anent a certain song which Greeter Gaw says he wrote and which, it also is said, has been accepted as the official world's fair song. So far as the exposition is concerned, the Century of Progress management handed that prize over to Art Kassel and Tom Bashaw many moons ago. The world's fair song is "In 1933."—Chicago Daily News.

BUSINESS IN TEXAS GROWING

A letter from that wide-awake operator of Delia, Texas, C. M. Ellison, says his business is on the upclimb and much better. Now that's good news and it is just what a number of other operators have told us recently.

D. Robbins & Co., Open Newark, New Jersey Office

Archie Kass Will See That The New Jersey Customers of D. Robbins Receive Real Service

After much search Dave Robbins, president of D. Robbins & Co., has at last found the man whom he feels will service all his New Jersey customers with the same type of policy which has brought the parent organization so high in the opinions of operators throughout the country.

That man is A. Kass of Newark. He is well known to all the New Jersey operators and his offices will be at 4 Lyons avenue, Newark, N. J. Archie Kass is an aviation enthusiast and has already gained his own pilot's license. Therefore he is eligible to be the D. Robbins & Co. "flying representative." In this manner the D. Robbins & Co. organization can all fly to the next convention in Chicago.

Dave tells us that as time went on he knew that he would have to place an office in Newark to service his many New Jersey customers. The home office at Brooklyn had its hands full just tending to its own city trade. In like manner Dave also placed an office in New York City.

This firm has been established in this territory since 1915 and all operators are high in their praise of the fine service and co-operation they have received from this firm at all times. They are also the manufacturers of that great little Empire Vendor. This is one machine which assures all operators a permanent and steady income.

D. Robbins & Co., without any doubt, are one of the leading progressive firms in the industry. This present move again shows their far-sightedness for they realize that today operators must be serviced faster and closer to their own territory because of the great increase in operators throughout the country.

Dave Robbins is certain that Archie Kass will adopt and use all the policies of the parent organization and as a direct office of D. Robbins & Co. will at all times be under the surveillance of the parent firm itself. It means that operators throughout New Jersey can now be

assured the same superior service they have always had from D. Robbins & Co.

Here's luck to Archie Kass as manager of D. Robbins & Co. of Newark, N. J., and here's more luck to Dave Robbins for his progressiveness and his believing in this industry.

W. J. C. MOVES HILLSIDE BRANCH

The W. J. C. Vending Company have moved their branch from Hillside, N. J., to 260 Belmont avenue, Newark, N. J. This was done, according to James Cante, manager of the W. J. C. firm, to increase floor space and in order to have larger and better headquarters and more convenient for the operators.

With this high class Newark branch the W. J. C. Company now have some of the finest headquarters and display rooms in America. AUTOMATIC WORLD extends them a big hand and hearty wishes for success in the new branch headquarters.

NEW JOBBING FIRM FOR OKLAHOMA

Lin-Mar Coin Machine Company of Altus, Okla., is the new jobbing firm added to our list this week. This firm is headed by two well known coin machine men who have years of experience behind them. They are L. W. and M. M. Ashbrook. Their slogan is "fair treatment," and they give as reference Dun or Brandstreet and the Bank of Commerce. Their phone is No. 15 and their address is 620 East Commerce street.

We had a nice letter from L. W. Ashbrook, whom we have known for some time, and he tells us that they are going to render the operators of the North Texas and Oklahoma territory a real service. We take great pleasure in giving the Ashbrook brothers a big hand and extend our wishes for their success. Their ad will appear every month in our Jobbers Directory.

BUYERS GUIDE

New Horse Racing Machine Coming

The Northwest Coin Machine Company, 4321 North Western avenue, Chicago, Ill., will soon be ready to offer operators a new and attractive as well as a real money making horse

racing machine. The machine will be named Churchill Downs and will be a one, five, ten and twenty-five cent play. The machine will be a counter style and will be sold at a very low price. The new machine will be a real hit as the players receive a lot for their money. The trouble-proof feature will be outstanding and as for the attractiveness of the machine, it will be unmatched in beauty.

There will be no coin chute. Dropping in coin operates the machine. The last coin dropped will always show, thereby preventing beating machine with slugs.

Wide awake operators should write the Northwest Coin Machine Co. at once and have their names on their list to receive first-hand information or orders of this new machine.

address given, and have not been able to learn of their whereabouts. I understand that a person by name of Krass operated under the above style, but it is thought that he has left the city."

For further information we quote the letter signed by H. L. Krass, that accompanied his ad copy and said letter being dated June 11, 1932:

"Automatic World,
"1328 Richmond Ave.,
"Fort Worth, Texas.
"Gentlemen:

"We are enclosing copy for a two-page spread in two colors, black and red. Mats for the entire ad as shown have been mailed to you under separate cover. This advertisement is to be placed as advantageously as possible in your forthcoming issue."

The writer goes on to say in his letter containing six paragraphs, that he was salesmanager of the "Hoot-Mon" Golf game made by the Popular Games Co., four years ago and as such has a favorable reputation among those with whom he has had business dealings. The letter was signed by H. L. Krass, sole owner.

AUTOMATIC WORLD would like to hear from any operators regarding their dealings with this firm, or any other firm that has failed to come clean with them.

Unbreakable, Non-Chippable Marbles Used in Senior Model Goofy

Jim Buckley, sales manager of the Bally Manufacturing Company, is reported to be getting quite expert at socking marbles with a hammer without smashing his fingers. This is part of the unusual demonstration Jim puts on to show the durability of the marbles used in the new Senior Model Goofy machine.

Jim says that these marbles can be subjected to terrific abuse without cracking or chipping. He takes a marble at random from stock, places it on a solid work-bench, and lets go with a man-size hammer. As far as one can see, the marble comes through the ordeal unharmed, although the blow is many times more severe than would ever be encountered in actual play.

INTERNATIONAL Mutoscope Reel Co., Inc.

449 W. 31st St.
New York,
N. Y.



"Penny
Arcade
Head-
quarters"

Complete Line
of Best Money
Making
Amusement
Machines

Flatbush Gum Co., Inc.

Bush Terminal No. 2

BROOKLYN, N. Y.

Ball Gum, Stick Gum, Vending Machine Confections, Etc.

ADVANCE VENDING MACHINES

More Than 100 Models
Send for 1932 Catalogue

Advance Machine Co.

4641-47 Ravenswood Ave.
CHICAGO, ILL.

More About Success Games Company

On June 11, 1932, we received a letter and advertising copy from the Success Games Company, of 500 N. Water street, Milwaukee, Wis. The letter that accompanied this copy was signed by H. L. Krass. Since there has appeared an article in another coin machine journal stating facts regarding the business dealings of this firm we believe it advisable and justice to the industry to tell what we have encountered with this particular firm.

We carried their two-page display spread in our June issue and billed them for same accordingly. All our statements and letters were returned to us, some of them being marked REFUSED. We went to work and secured a direct report from a Chicago firm regarding the Success Games Company, and this is what we received:

"This firm is not located at the

BALL GUM

Watta Polish

AMERICAN CHEWING

ALL SIZES
FLAVOR
THRU and
THRU
PERFECTLY ROUND

Protective
Packing

128 Mt. Pleasant

NEWARK
N.J.

These marbles are vividly colored and are made of a new molded material. They combine the brilliant color of glass marbles, the proper weight obtained only in composition marbles and the strength of steel.

The Bally firm reports a steadily increasing demand for the Senior Model Goofy, while the demand for the Junior Model continues steady. The Senior model is 45 inches long, 22 inches wide, 36 inches high; it includes all the features of the Junior model—on a larger, more fascinating scale.

Free Trade in Ideas Now Hurdles Tariff Walls

Offices have now been opened in New York by Amerika-Interessen, Inc., organized as the American unit of A. G. Fuer Amerika-Interessen, operating also in Berlin, Paris and London.

How the work of this corporation helps manufacturers in this country to surmount the tariff barriers which gridiron the world is explained in the following statement by Botho Lilienthal, president of the Corporation.

"Our method of operation is to make available to the manufacturers of one country, devices, processes and patents that have been proven successful in other countries. For manufacturers who wish to augment their incomes by obtaining business abroad, but cannot do so by exports, we negotiate agreements covering production and marketing rights. This is done by issuing licenses on a royalty basis or by the outright sale of the manufacturing and marketing rights for the country involved. In other words, we are endeavoring to replace the export of manufactured goods to some extent by bringing the inventive achievements, the engineering skill and manufacturing experience from one nation to the other. And fortunately, there are no tariff barriers against such import and export of ideas.

"Not only that, but this mode of international trade helps the unemployment situation of the country into which we introduce new ideas, because it often opens new lines of manufacturing in such country and is also of benefit to the country from which we export, because of

the financial results strengthening the gold reserves in this country.

"This work is already under way. A number of German inventions have been satisfactorily placed in England, and English developments are now being brought to the favorable attention of German industries. Similar negotiations are under way between Berlin and Paris. Eventually it is our plan to extend this exchange of ideas to cover the advantageous placement of the products of all countries that are now experiencing difficulty in export trade.

"In order to start our American Company, our engineers have selected from over 1,000 offerings, about 100 devices that seem suitable for immediate exploitation in this country. These are in many fields and include such widely different lines as machine tools and appliances, electrical devices, temperature indicators and recorders, optical instruments, advertising displays, air conditioning equipment, welding processes, steel house construction, and household utensils. These are but a beginning. Additional products and ideas will continuously be brought here from European countries and I hope to take many American developments successfully to Europe."

SILVER STAR OFFERS BIG SENSATION

Silver Star Manufacturing Company of 9520 Ditmas avenue, Brooklyn, N. Y., present to the industry this month their money making and sensational new game 8 and 6. The machine has been received with great enthusiasm and operators term it a real 1933 winner.

The new offering has been approved and is being sold by the Automatic Jobbers Association of New York, also by the Philadelphia Vending Association. The machine has stood the real acid test and has emerged the victor.

Outstanding features are in evidence including many new and unique ones. True level attachment by water level indicator is one of the added features well worthy of any operator's consideration. The appearance of the machine is a real "knock-out" and attracts the eye quickly. It has appeal, appearance, is quality built and priced right. What more could an operator ask in a game of this type.

Turn to the page ad in this issue

which shows you an attractive picture of the machine. You will find this ad on page four. Write them for full details or place your order for a sample machine.

NEW NAPKIN VENDOR PUT OUT BY ACCURATE VENDING CORPORATION

The Accurate Vending Corporation at 2542 San Fernando Road, Los Angeles, has recently put out a new sanitary napkin vending machine, the improved feature, according to E. R. Fuller, being the delivery of the napkin into the cowl. This is accomplished by a forward movement of the propelling mechanism the envelope containing the napkin being delivered in a horizontal position.

The machine holds about thirty napkins and is made in a plain and in a deluxe model. The latter operates with dimes and the former with nickels. The Sanitary Goods Company of Glendale, Cal., is placing fifty of these machines on locations already selected. The machine sells for fifteen dollars in lots of fifty. It is equipped with slug detector which has both weighing and magnetized mechanism which makes it practically slug-proof.

FORT WORTH LEGION SPONSORSHIP LOST

Commander J. M. Page of the American Legion, Blackstone Post, of Fort Worth, claims that operators violated their agreement, according to a published statement, and that the post will not continue its sponsorship of the mint machines in Fort Worth.

The post quit, according to Commander Page, because operators violated agreements they had made with the post, and because of a recent court decision.

All save one of the six operators with which the post had contracts operated machines less than five blocks from schools, used money instead of checks and failed to keep them filled with mints, Page declared.

"It is with regret that the post discontinues such sponsorship because its charity program mapped out for the coming winter is very heavy, and other sources of revenue will later be sought to replace this loss."

SERVICE, SUPPLIES AND CARE- LESS OPERATORS

By K. H. LANSING

(Continued from Page 7)

it apt to mean that the route already has been abandoned and that the operator has faded out of the picture.

No doubt, your jobber will extend you a hearty cooperation and will do all he can toward creating success for you, but don't expect him to play wet-nurse to you.

Rocky Mountain News

By L. S. FLINT

Coin machine activity in the Rocky Mountain region continued to hold up fairly well during the latter part of October and the early part of November. While there has been no general pickup, a few operators noted some improvement. Business as a whole has been rather "spotty". For several days there would be a period of heavy activity and then a slump. This condition is thought to be an indication of the start of a general change for the better.

Certainly, there is plenty of optimism afoot. It is generally believed by Rocky Mountain operators that conditions will right themselves immediately following the national election if not sooner.

In general, Wyoming seems to be in better condition as far as the coin machine industry is concerned, than Colorado. Manufacturers agents with headquarters in Denver report that in spite of the depression, quarter machines are doing a big business in Wyoming. All varieties of nickel machines are being well patronized there. It is also reported that Wyoming is almost 100 per cent free from police interference with machine operation.

With three exceptions, small towns in Colorado are practically "wide open". The three towns where there has been considerable difficulty with police interference are Ft. Collins, Longmont and Loveland. Although the Denver police are keeping a close watch on machine suspected of running money, they have not interfered with check machines. Because most operators are wisely avoiding school locations, no trouble is anticipated with Parent-Teacher groups.

Sentencing of Byron M. Tressel, an alleged mint vending machine thief, to 30 days in the county jail on a charge of petit larceny is considered important from the standpoint of establishing the status of such machines as legal property. Tressel pleaded guilty to the charge in connection with the alleged theft of a machine from the George Myers drug store at east Twenty-Second Avenue and Downing, Denver. Tressel was a companion of Joe Hartman, who was shot and killed by Myers after the trio had run from the store with the machine.

W. Reiwitz, Denver operator, is in Chicago on a business trip. He is expected to return before the middle of October.

J. W. Hunter, owner of the Wonderland Penny Arcade in Denver, showed his faith in business by doing

some extra "dolling up". He has re-finished all of his machines in a colorful orange and black combination. "In these times it's the little things which count," Hunter said. "Merchandising is required in this business just as in other, and the more attractive in appearance any machine is made, the greater will be its appeal."

Gano E. Senter, manufacturers agent for the Mills Novelty Co., reports the new Official pin game meeting with a hearty reception throughout the territory. The new WOW machine is also on the list of "best sellers", according to Senter.

Heads of the Star Vending Machine Co., report business holding up about the same as last month.

Automatic World Ad Floods Memphis Firm With Orders

Repurchase Plan Goes Over Big

The Automatic World
120 Saint Louis Avenue
Fort Worth, Texas

Gentlemen:

We acknowledge receipt of your letter of October 19, and wish to advise that we have been delayed in furnishing your copy for the November issue because of the large response we received from our October advertising in your magazine on Steeplechase and Goofy machines. We are glad to advise you that the operators have acknowledged the money making possibilities of these two machines and we have been deluged with orders since our October advertising has appeared. It may also interest you to know that we are offering a repurchase guarantee on the Steeplechase and Goofy machines which provides that should the operator not be satisfied with the machines after thirty days trial then he will be refunded 75% of the purchase money in cash. In sixty days the machines will be repurchased at a depreciation of 50%, and in ninety days the depreciation will be 75%. This depreciation figures about \$1.00 per week per machine. As you well know seven days trial is not long enough for the operator to determine whether the machine is a money maker but in thirty days he has a knowledge as to whether the particular machine will go in his territory or not.

Prices Slashed! Genuine WHIFFLE Games

Manufactured by
Automatic Industries Co.

1 to 4.....\$35.00
5 to 9.....\$30.00
10 or more.....\$25.00
(NO TAX)

TERMS: One-third cash with order, balance C. O. D. Each game complete and equipped with a Veeder Coin Counter.

Stock Up for Fall Business
NO TAX

The Connecticut Novelty Co.

169 Columbus Ave.
NEW HAVEN, CONN.



FOR
STEADY PROFITS-OPERATE
EMPIRE
TOY & CANDY
VENDORS.

Beautiful Chromium Finish.
Same Machine Vends
Ball Gum, Salted Peanuts
Pistachio Nuts, etc.

All latest machines at lowest prices!

WE HAVE ON HAND FOR IMMEDIATE DELIVERY
King Tut—Goofy—Steeplechase—Shuffle Ball
Empire Vendors, Etc.

Bargains in Used Machines. Write for Catalogue.

D. ROBBINS

ESTABLISHED 1916

& COMPANY

NEW YORK CITY BRANCH

MAIN OFFICE & FACTORY

WEST COAST BRANCH

313 E. 13th STREET

1141 W. DEKALB AVE.

ADVANCE AUTO. SALES CO.

PHONE ALG. 4-7317

BROOKLYN, N.Y.

1114 BUCHANAN ST.

BRANCH OFFICES

SAN FRANCISCO, CAL.

If the operator is not entirely satisfied after thirty, sixty, or ninety days trial, we agree to repurchase the machines and pay him cash and thus he can buy any other machines of his choice from whoever he chooses. This repurchase guarantee shows to our operator customers our confidence in the Goofy and Steeplechase machines and we have received some very large orders since making the announcement to the trade.

We are inclosing herewith copy for ad in your November issue and uhope to be able to prepare a larger one on these machines for your December issue. With kindest regards, we are,

Yours very truly,

Automatic Amusement Co.
By S. L. Stanley, Sales Dept.

Largest Buying Merger in Coin Machine History

It was without any doubt the superior purchasing power of the Supreme Vending Organization which has made possible the great bargains which all the operators have been receiving from this firm and their seven direct branch offices.

It was also due, to a great measure, to the canny ability of Wm.

Blatt, president of the firm, to choose at all times those machines which made the greatest success among his customers.

Now Budin's Specialties, Inc., and their three branches have conferred the honor upon Mr. Blatt to do all their machine buying for them. This causes the Brooklyn office of the Supreme Vending Organization at 557 Rogers avenue to become the largest buyers of coin operated machines in history.

With eleven direct outlets for machines as well as 20 other immediate outlets Mr. Blatt is now in a position to do some tremendous machine buying.

The record of his own organization's rise in this industry is phenomenal. The amount of machines purchased by Mr. Blatt in a short period isn't used by many other jobbers in months. Especially any product which Mr. Blatt takes a special liking to and decides to push with some real energy.

This close buying association between these two firms will without doubt lead their customers to better prices and finer as well as quicker service.

Herman S. Budin, president of Budin's Specialties, Inc., and John A. Fitzgibbons, vice-president of the firm, are two of the oldest men engaged in this industry in the East. Infact, it is known that Herman's

father was also engaged in this business prior to the time Herman entered into it and that was some years before the war. It therefore makes it so much a greater honor to have an old-timer of Mr. Budin's caliber place his trust and faith in the ability of Mr. Blatt as a buyer.

Now manufacturers should certainly find it more than worthwhile to please this gentleman with their machines and for their own benefit get in touch with him as soon as possible.

NEW HAVEN FIRM MAKES ATTRACTIVE OFFER

The Connecticut Novelty Co., of 169 Columbus avenue, New Haven, Conn., are offering the original Whiffle games made by Automatic Industries, Inc., at bargain prices. See their ad in this issue.

LOOK WHAT ONE NICKEL WILL BUY

A youngster went into a drug store with a nickel which he had changed into pennies. He then proceeded to spend the money and here is what he bought for his nickel:

One penny went for a chew of ball gum, another afforded the youngster a wild west show from a mutoscope machine, the next penny purchased a one cent bar of candy, the fourth penny was spent for a goodly portion of salted peanuts that were vended through a penny peanut machine and on the fifth and last penny the youngster played a pin game made a high score, received his nickel back and went out happy.

COIN-O-LUCK GOING OVER BIG

The Coin-O-Luck machine that was advertised in October issue of AUTOMATIC WORLD is reported to be going over big. This report comes direct from operators that are operating this new offering. Coin-O-Luck is a very unique machine and very different from anything the industry has ever had.

ON TRIAL

"The officer says you used bad language."

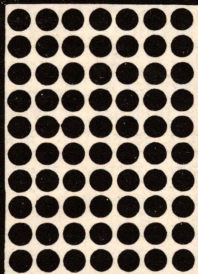
"When he stopped me I was in a tantrum."

"Never mind the make of the car."

HAMILTON SALES BOARDS

AMERICA'S FASTEST SELLING
QUALITY SALES BOARDS

NEW IDEAS,
COLORFUL
DISPLAYS,
BIG PAYOUTS



SEND FOR
CATALOG
ILLUSTRATING
NEW NUMBERS

HAMILTON MFG. CO.
413 SO. 5TH ST. MINNEAPOLIS, MINN. U.S.A.

Want Ads

2 Cents a Word

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Cash With Copy

USED MACHINES FOR SALE OR EXCHANGE

This section is arranged for the sale and exchange of used machines. The rate is 2c per word, cash with copy, minimum ad accepted 25 words. This is the cheapest and best space in the country today. We shall expect operators to use it freely.

CLEARANCE SALE BARGAINS—10 LARGE WHIRL-pools \$25.00; 8 Peo Hi-Balls \$18.00; 4 Jostles \$20.50; 1 Hi-Low (senior) Card Table \$25.00; 5 Ballyhoo \$7.00; 5 Whizbang \$7.00; 3 Wizzard (Like Ballyhoo) \$6.50; 2 Baffle Balls, Jr. \$6.00; 10 Peo Play Poker \$4.50; 9 Field Poker Play \$2.75; 20 Model B Master Greenbase \$6.00; 3 Model A Master \$3.00. All prices on pin games include wooden stands and have 5c slots, except Baffle Ball which have metal stands. All in good condition and mechanically. One-third deposit, balance C. O. D. First come, first served. Benjamin Mfg. Co., 597 Bloomfield Avenue, Bloomfield, N. J.

ASPIRIN CARDS—BEAUTIFUL THREE-COLORED card, 42 5c packs to card. 40c per card, 2 cards free with 25 cards. Louisville Rubber Sundries, 551 South Second Street, Louisville, Kentucky.

OPERATORS—GET STARTED WITH REEL-O-BALL. Yendes Service, Inc., Dayton, Ohio.

RED HOT FAST SELLING NOVELTIES—AUTO Whiz Bombs. It shoots, whistles, smokes and shoots again. Dozen \$2.00. Pluto Drinkers Sand Running Cards, dozen 85c. Early Bird Catches the Worm, hot china novelty, dozen \$1.00. Hot Stuff Joke Book, dozen, 60c. Shooting Books, assorted hot titles, dozen \$1.10. French Love Dogs (pairs), 75c dozen. Boy in Barrel Novelty, 75c dozen. Novelty Greeting Cards, five kinds, per 100, \$2.00. Samples of above and many others, and list, \$2.00. Edwells Trick and Novelty Co., Macon, Ga.

OPERATORS—GET STARTED WITH REEL-O-BALL. Yendes Service, Inc., Dayton, Ohio.

PEO BASKET BALLS, 98c; **WHIRL WINDS**, \$1.98; Wizard Fortune Tellers, \$2.98; Over-the-Tops, \$3.98; Gyros, Atlas Baseballs, Puritan Bells, \$4.98; Bingo Planets, Pep Finger Strikers, A. B. T. Targets, \$5.98; Ball Gum, \$1.60 per thousand. \$15.50 per case. Coin-Slots, \$1.00 each. Special Marbles, \$1.00 per hundred. Small pick-proof Padlocks, 40c each or 3 for \$1.00. Coin Counters, \$1.00. M. T. Daniels, 1027 University Avenue, Wichita, Kansas.

ASPIRIN CARDS—BEAUTIFUL THREE-COLORED card, 42-5c packs to card. 40c per card, 2 cards free with 25 cards. Louisville Rubber Sundries, 551 South Second Street, Louisville, Kentucky.

OPERATORS—GET STARTED WITH REEL-O-BALL. Yendes Service, Inc., Dayton, Ohio.

OPERATORS AND JOBBERS. HERE IS YOUR chance to purchase clean, up-to-date coin operated machines of all descriptions, practically at your own price. Send us a 3c stamp requesting our list and at the same time state what type machines and how many you can use. Skill Automatic Mfg. Co., 1922 Freeman Ave., Cincinnati, Ohio.

SCALES—NO USED ROYAL SCALES ARE FOR SALE. They are money makers! That's why operators do not part with them. Why buy used machines when quality Royal Scales cost only \$35 brand new. Unconditionally guaranteed for five years. See our full page ad on page 3. Royal Scale Co., 42 Essex Street, Jersey City, N. J.

FOR SALE—20 D. ROBBINS BALL GUM MACHINES. One D. Robbins Empire Vender. Eighteen Runnells Doty Value Venders (5c candy) machines. Make me an offer on the entire lot. O. C. Hall, 3473 Humboldt, Milwaukee, Wis.

FOR SALE—SHOOTING STARS, \$2.95; **FAVORITES**, \$6.95; **Ballyhoos**, \$5.00; **Prosperitys**, \$5.00; **stands**, \$1.00. **Game Hunters**, \$10.00 each. All kinds used machines at bargain prices. One-third deposit with order. Illinois Vending Co., 44 North Washtenaw Avenue, Chicago, Ill.

OPERATORS—GET STARTED WITH REEL-O-BALL. Yendes Service, Inc., Dayton, Ohio.

ASPIRIN CARDS—BEAUTIFUL THREE-COLORED card, 42 5c packs to card. 40c per card, 2 cards free with 25 cards. Louisville Rubber Sundries, 551 South Second Street, Louisville, Kentucky.

FOR SALE—MILLS AND JENNINGS ORIGINAL FAC-tory built Bullseye Model 5c Slot Jackpot Side Venders, \$25.00 each; good condition. Send small deposit. A. L. Kropp., Meridian, Miss.

ADVANCE AND COLUMBUS USED PEANUT AND Ball Gum Machines, \$2.00 up. Advance Stick Gum Machines, \$1.00. Micheal 5-cent Gum Vendors, \$5.00. Write for list. Lidgard, 18655 Reed Avenue, Melvindale, Mich.

FOR SALE—TEN OF THE ROY STRINGER EAT-EM- Hot 5c Peanut Vending Machines, with attractive automatic flasher. Used only 60 days, same as new. Henry Meyer, 1023 Main Street, Anderson, Ind.

ALL OPERATORS NEED A CURE FOR SLUGGERS and people who meddle with machines. Our small labels get the job done. Send \$1 for 100 labels and full instructions. Western Detective Association, Pawhuska, Okla.

OPERATORS—Get STARTED WITH REEL-O-BALL. Yendes Service, Inc., Dayton, Ohio.

WE BUY, TRADE AND SELL ALL KINDS OF machines. Pin Game Score Cards, 65c per 100 prepaid. Viking Specialty Co., 632 Polk St., San Francisco.

SEND STAMP FOR LIST OF USED MACHINES. Get on our mailing list. You save money on machines and supplies. Goodbody, 1826 East Main, Rochester, N. Y. 10-33

FOR SALE OR TRADE—BALLYHOOS WITH OR without Doughboy Jackpots, also Western Electric Slot Phonographs and Electric Pianos. Automatic Vender Company, Box 313, Mobile, Ala. (Dec.)

CIGARETTE CERTIFICATES WANTED—HAVE YOU any Lucky Strike certificates which come in a carton of cigarettes? I pay cash for them. Write to Jos. Sasson, 48 West 18th Street, New York, N. Y.

OPERATORS—GET STARTED WITH REEL-O-BALL. Yendes Service, Inc., Dayton, Ohio.

FOR SALE—10 DECA-DISC AUTOMATIC PHONO-graphs, Model E, 5c play, \$25.00 each; 10 Jennings 5c Bell with jackpot, 5 Walton Bells, 25c play, \$25.00 each. Automatic Sales Co., Machiasport, Maine.

WANTED—FIVE BAFFLE BALL STANDS. WILL pay one dollar each f.o.b. anywhere. F. W. West Co., Fair Play, Mo.

WANTED—FOR CASH, USED ROWE CIGARETTE Machines. Give model, serial numbers and advise condition. Roe Vending Co., 118 McMaster Street, Owego, New York.

MILLS TROUBADORE, LIKE NEW, 12 HIGH SCORE Marble Games, cost \$40 each, will trade for slot machines. Want to buy Silents. Cherokee Novelty Co., P. O. Box 433, Cherokee, Okla.

NEW PENNY DICE MACHINE—SMALL, BUT GETS the pennies. Send for circular. Roche Novelty Co., Fort Wayne, Ind. (Dec.)

OPERATORS—NEW AND USED COIN OPERATED Machines bought and sold. Need some scales. What do you need? Silent Selling Co., Marion, Ind.

FOR RESULTS PLACE YOUR AD IN THE BIG DECEMBER CHRISTMAS ISSUE.

NEXT ISSUE OF AUTOMATIC WORLD WILL BE THE USUAL BIG CHRISTMAS NUMBER. SEND IN YOUR AD COPY EARLY.

WANTED—ONE OR MORE "MIDGET" MACHINES. Also iron cabinets for slot machines and stands. Quote lowest price in first letter. C. W. Knight, Mattoon, Ill.

BE SURE AND RUN YOUR AD IN OUR BIG DECEMBER ISSUE.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of THE AUTOMATIC WORLD, published monthly, at Fort Worth, Texas, for October, 1, 1932.

State of Texas, County of Tarrant.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared O. J. Branch, who, having been duly sworn according to law, deposes and says that he is the business manager of the AUTOMATIC WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Automatic World Publishing Co., Fort Worth, Texas.

Editor—Tom Murray, Fort Worth, Texas.

Managing Editor—Tom Murray, Fort Worth, Texas.

Business Managers—Aaron Smith and O. J. Branch, Fort Worth, Texas.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Aaron Smith, Fort Worth, Texas; O. J. Branch, Fort Worth, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) Tom Murray, Fort Worth, Texas.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is. (This information is required from daily publications only).

O. J. BRANCH,
Business Manager.

Sworn to and subscribed before me this 4th day of October, 1932.

HUBERT WEILER,

Notary Public, Tarrant County, Texas.
(My commission expires June 1, 1933).

Business Olympics

The Olympic games of California, the horse-racing season and the boxing activities all interest us at times as nothing else will. We learn lessons from them. They are excellent teachers, and those who will not benefit from these sports are indeed blind.

In the Olympic games, new records were set by contestants. They appeared on the scene, were placed, and during the week carried honors back to their native countries that will follow them all through the days of their lives.

During the racing seasons the past summer, horses won medals for their owners and places in history for themselves. There was nothing unusual at the race tracks. The animals simply took their places and were ready when the signal was given.

The same things occurred in the prize fighting rings during the past season. Bouts were won in moments—sometimes in a few seconds. It seemed natural for them to win. No one was particularly surprised.

But behind each contest were days and months of strenuous training. When the game was on, the decks were cleared and the honors won or lost before the race commenced. No detail was overlooked; every emergency had been provided for and no chance of being caught unawares permitted to creep in.

Each contest was timed for the best advantage of those interested; the season was taken into consideration, the hour was planned so that nothing would mar the chances of any one contestant. And so, every entry had an equal opportunity. Why some won and others failed is obvious.

Next comes the contest that will cause the most brilliant minds in the country to match wits—Business Olympics. The stage is being set. Business conditions are adjusting themselves at a rapid pace. From every part of the country come encouraging reports. It is a signal to be up and on the alert. Getting ready for the contest for trade is now in order.

As in the contest of sports, it is not the aim to display the product when the opening day arrives, but to prepare for that day before it reaches us. Investigating every avenue of approach, and meeting every emergency with something better is going to play an important role in this Business Olympic.

The training of the runner, the race horse and the prize fighter a few years ago benefitted him very little for the recent contests. No winner, as far as we can ascertain, ever won his battle because of training in previous years. Certainly, previous training made it possible for him to get into fit condition more quickly than those who had no introductory training.

And so it is with business. The firm that depends upon its reputation of the past or its advertising of previous years to secure business during the next twelve months, will undoubtedly find itself in the same class with the unprepared contestants of the sports events.

When business is back in full swing, there is going to be greater buying done than there has been for the past several years. In the meantime, equipment is being studied and plans laid to improve and extend operations. And it is only a matter of a few months or possibly weeks. Those who do not make the necessary preparations now to place descriptions of their wares before the plant owners are going to find themselves extremely handicapped.

During the past three years there have been a number of firms, formerly serving the drycleaning industry, who have gone out of business. Those who are still operating should lose no time in acquainting the industry with the fact that they are ready and anxious to serve them when the time arrives.

Yes, we have learned by applying the method of preparedness to business as it is applied to sports. But to get the most out of it we must complete the job.

The firm that begins now to acquaint the buyer with everything it manufactures is going to secure the lion's share of the business during the coming twelve months.

AND NEXT.....

We Present

Automatic World's

Big, Grand, Glorious and Attractive

CHRISTMAS ISSUE

Bigger and Better---Than Ever

Our CHRISTMAS issue this year will contain many outstanding feature articles, news events, pictures and messages from all the leading manufacturers and jobbers of coin machines. **THIS BIG CHRISTMAS ISSUE WILL BE THE DECEMBER NUMBER.**

Last advertising forms will close on November 25. Write or wire at once for special reservations.

ADDED FEATURES—ADDED CIRCULATION—NO ADDED COST

Automatic World

120 ST. LOUIS AVENUE

FORT WORTH, TEXAS

Jobbers

Reliable Coin Machine Jobbers of America

The Jobber is the necessary link in the coin machine industry's chain. Patronize your nearest jobber. Get acquainted with him, he can render you assistance that will spell success for your operating business.

Jobbers!

These Little

Ads Are

Business Builders

Are You

Listed

BIRMINGHAM, ALA.
Birmingham Vending Company
P. O. Box 2005
Buy From Us—Save Freight

BOSTON, MASS.
Trimount Coin Machine Co.
1254 Washington Street
A Complete Display of All Types of
Machines.
Supplies, Parts and Repair Service

BROOKLYN, NEW YORK
D. Robbins & Company
1141 DeKalb Avenue
Latest Machines—Lowest Prices

BROOKLYN, N. Y.
Supreme Vending Co.
557 Rogers Avenue
Coin Machines and Supplies
Get on our list for all information on
New Machines

CINCINNATI, OHIO
Ohio Specialty Company
205 East Seventh Street
Specializing in Ohio, Indiana, Kentucky

DETROIT, MICH.
A. P. Sauve Company
2998 Grand River Avenue
Coin Machines—Winners Only

DETROIT, MICH.
Lemke Specialty Co.
6634 Gratiot Avenue
Coin Machines Sold at Factory Prices

LOS ANGELES, CAL.
Western Vending Machine Co.
1302 West Tenth Street
Southern California Distributors

MEMPHIS, TENN.
AUTOMATIC AMUSEMENT CO.
683 Linden Avenue
OFFERING

Immediate shipments on all worthwhile
coin-operated machines to Southern
operators at factory prices delivered
your city from warehouse stocks near
you. Terms 1-3 cash, advance C. O. D.

MINNEAPOLIS, MINN.
E. T. Barron & Company
19 East Lake Street
Wholesale Vending Machs. & Novelties

NEW YORK CITY
W. J. C. VENDING CO.
167 Canal Street
Largest Eastern Distributors
Branches in
Brooklyn, N. Y.—Bridgeport, Conn
Philadelphia, Pa.—Newark, N. J.

NEW YORK CITY, N. Y.
Novix Specialty Company
1189 Broadway
Reliable Service—Established 30 Years

NEW YORK CITY, N. Y.
D. Robbins & Company
313 East Thirteenth Street
Latest Machines—Lowest Prices

NASHVILLE, TENN.
H. G. Payne Company
203 Church Street
Salesboards and Amusement Machines

PITTSBURGH, PA.
B. D. Lazar Company
1340 Forbes Street
All Types of Coin Machines

PHILADELPHIA, PA.
Meyer Wolf
1212-14 South Fifth Street
Latest Operators and Arcade Machines

PROVIDENCE, R. I.
X. L. Sales & Service Co., Inc.
303 Cranston Street, Providence, R. I.
Factory Distributors
Coin Machines of Every Description
Supplies, Parts and Repair Service

ST. LOUIS, MO
Besser Novelty Company
3975 Delmar Boulevard
Most Centrally Located Jobbers

PHILADELPHIA, PA.
Keystone Novelty & Mfg. Co.
26th and Huntingdon Streets
Prompt Service for Eastern Operators

ALTUS, OKLAHOMA
Lin-Mar Coin Machine Co.
620 East Commerce Street—Phone 15
Catering to local operators' require-
ments when any reliable coin machine
is needed. Give us only one trial and
be convinced.

SPRINGFIELD, MO.
C. CHARLE & CO.

Save on delivering charges and time.
Complete line of coin operated ma-
chines at factory prices, shipped from
stock.—We trade.

SAN FRANCISCO
Viking Specialty Co.
632 POLK STREET

FREE—Send us your inquiries or or-
ders. Free nickel or penny counter
with your first purchase if you refer
to this advertisement.

GOO FY

**BUILT TO BRING YOU
BIGGER PROFITS!**

Here is a machine that is a permanent investment. It has the flash, color, and fascination that gets the play—and holds it week after week, month after month. And it is built to stand the wear and tear of constant play. It is a quality machine all the way through, from the beautiful cabinet to the last drop of non-fading lacquer on the playing field. It is built and backed by Bally—built to bring you bigger profits for a longer period of time.

SAMPLE MACHINE

\$19.25

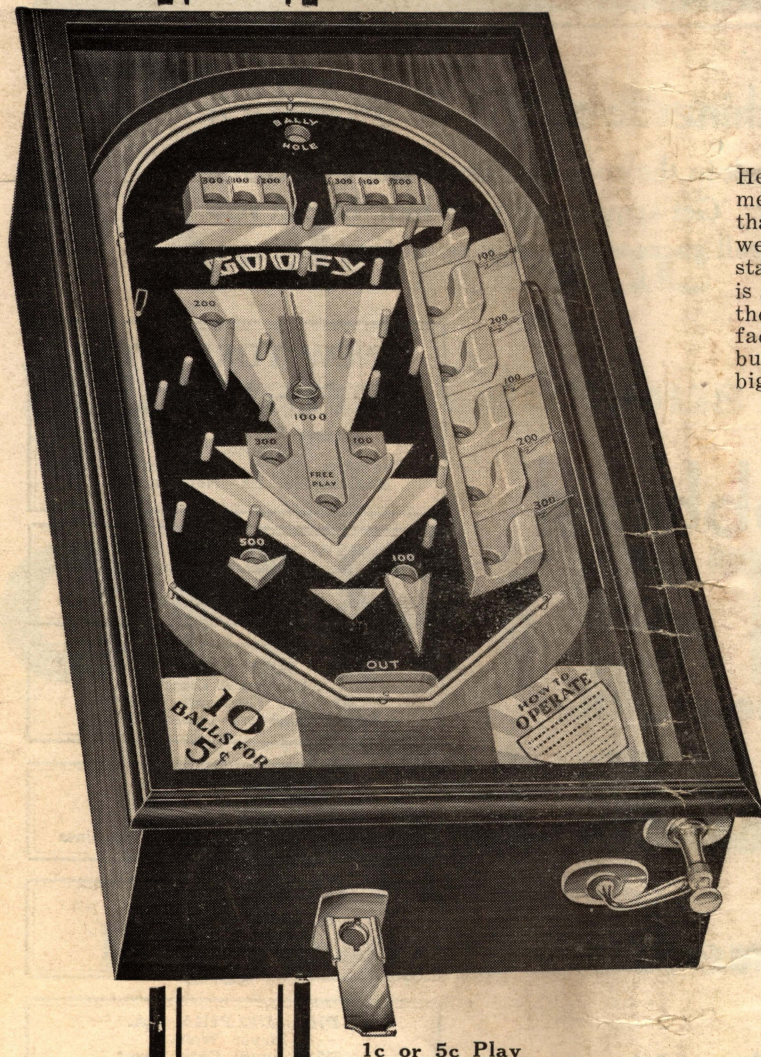
Lots of 5, each.....\$18.25
Lots of 10 or more, each..... 17.25
DeLuxe Wood Stands, each... 3.00
Metal Stands, each..... 2.00

Prices include Federal Tax

Terms: One-third deposit;
balance C. O. D.

F. O. B. Shipping Point

See Your Jobber



1c or 5c Play

SENIOR MODEL CLEANING UP QUICK PROFIT!

Forty-five inches long, 22 inches wide, 36 inches high—this big handsome machine is “copping the show” wherever it's placed on location. It has all the thrills of the Junior Model—on a grander scale. It pays for itself almost as quickly as the smaller machines and rings up a sensational profit. Order at least a sample now.

**SAMPLE SENIOR
MODEL GOO FY ... \$42.50**

Lots of 5, each.....\$40.00
10 or more, each.....\$37.50

Prices Include Tax

Bally Manufacturing Co.

308 W. ERIE ST.

CHICAGO, ILLINOIS

Also Manufacturers of Ballyhoo, 3-Ring Circus, Screwy